THE MENNONITE

a blue book about a church paper

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General Conference Mennonite Church
Commission on Education
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Preface

I began putting this manual together three years ago. It has been in process far too long and is still not complete. But I realize now that I cannot complete it myself. Because this manual like every aspect of a church paper partakes of the nature of a dialogue. So in its incomplete state, I offer this manual as my contribution to the dialogue that needs to shape our church paper and the mission of the church. I hope that this manual may contribute to many dialogues both brief and extended throughout the brotherhood wherever people are interested in the refinement of our witness for Jesus Christ.

Maynard Shelly, Editor

July 14, 1970

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1. The Character of a Church Paper

The content of a magazine serves to carry out the goals and objectives for the publication. A magazine communicates through its words but the context and arrangement of the words also communicate a message. Therefore, the total impact of the magazine is part of its content.

The magazine must be prepared with the reader in mind. The magazine, indeed, exists for the reader and not for its editors and its publishers. We desire that he should read and expose himself to the message of the magazine. But we must be considerate of the situation in which he finds himself. He is a busy person or feels that he is. Many things are pressing in upon him calling for his attention. He seldom finds himself in an ideal reading situation. Perhaps a significant portion of the magazine is being read while the reader is returning from his mail box to his home. This is our first opportunity to catch his attention. This, in fact, may be the only opportunity we have to tell our story to him. He may purpose to read the magazine more fully later on, but other items in the mail as well as other items in his home and community are continually tugging at him for attention.

He may return to the magazine later in the day or later in the week when he has a spare moment. He may be attracted by the cover or by his remembrance of what he has seen in the current issue or in earlier issues. He may intend to read or look at the magazine for only a minute. Even if he is planning to go to another meeting or waiting for a meal, this is our opportunity to draw him into the magazine. We want him to be able to make full use of his minute, but we hope also to hold him for one minute or two minutes longer.

We know that we are also competing for the reader's time with television. In fact, he may pick up the magazine during a dull moment of a television program. Can we capture his attention during this brief moment? Can we hold him longer than he intended to stay with us?

We know, of course, that many readers set particular times aside to read the magazine. They are committed to this task. They plan to read everything from the first page to the last. Others are committed to reading, at least, several features. We need to appreciate this commitment and hold it as a sacred trust. That people are willing to dedicate a certain portion of their time to the church paper makes its task easier. But while, in this situation, we no longer have to compete for the attention of the committed reader, yet even for him we need to make sure that there are rewards for his dedication. The material we present to him needs to be worth his time. We need to tell him something that is new, we need to encourage him and make him feel better, and we need to give him some help.

Variety is an important factor in determining the content of the magazine. Variety should mean that the reader should be assured that he will not find in this week's magazine the same material stated in much the same way that appeared in last week's or last year's issue or even in last decade's issue. He will certainly not give us much of his valuable time if he feels that he has read or seen it all too many times before.

Variety is in part unpredictableness. Our material should be new and fresh. And the reader should not be able to predict in advance just how we will be treating any particular item or whether we will treat it at all. To be unpredictable is not necessarily our major aim but it is a factor in choosing and presenting material. It is a factor that should extend even to the arrangement of the parts of the magazine. While there is certain value in keeping certain sections on the same page, yet even here variety is helpful.

Variety is the factor which not only develops and captures interest and attention, but it keeps the reader coming back week after week to the magazine. The reader comes to a magazine looking for the fulfillment of his needs, both superficial and deep. He may not always know what these needs are. He may want diversion and entertainment. He may want information about certain things on which he wishes to be informed. He is looking for help for living. He is looking for help for his problems both defined and ill-defined. He probably does not know what he wants or needs but he is hoping that he might find it in the pages of our magazine. Therefore, the task of the magazine may well be summed up as an effort to answer a question that the reader does not know how to ask.

This may indeed be an impossible task. The editor needs to know his reader. And finally, the editor needs to know himself, for he may well be the only reader that he will ever get to know.

And since the answer to an unasked question cannot be determined with certainty, the editor does find some refuge in the application of the principle of variety. By trying and using many different things, he may possibly and eventually find that material which will answer the unasked and unaskable question.

But the editor knows that he does not deal with one single reader or one single type of reader. As there should be variety in his material, he knows that there will certainly be variety in his readers. There is variety in age, experience, education, philosophy, health, and disposition. And there will be a variety in the condition of any single reader from week to week and from year to year. What

might have satisfied for one week may well not be satisfactory on the following week. Here again variety helps us.

For it should be noted in passing that variety is implied in the very term magazine itself. A magazine is a storehouse, a storehouse that contains something of value for everyone. It should be the aim of the magazine editor to provide at least one small item or feature in each issue which will be of some value to every reader regardless of his situation, condition, or need. This means that the editor is of most service to his readers if he provides many different types of materials and many different subjects. If the reader only feels a need of looking at pictures, perhaps we should be sure that we have at least one picture for him. Perhaps he wants to see who has died or has been married. He may find nothing else of interest to him in the magazine, but we have, at least, made our visit worthwhile, in part. We, of course, hope that, in the process of filling his felt need, we may capture his attention long enough to respond to an ill-defined or unconscious need that he may have.

Finally, the magazine exists to achieve the goals and objectives of its publisher. But the basic tool with which it accomplishes these goals and objectives is not even the content and character of the magazine as much as the factor of variety which wins a readership for the magazine and which keeps its readers coming back to the magazine week after week. Needless to say, this does not mean that we practice variety for the sake of variety itself. Variety is the band which holds the reader and even ties the reader to the content and message that we want to present to him.

A magazine also has to have character and personality. Part of its character is developed by the use of variety. But personality encompasses a great deal more. If variety is a tool, character is the content of the magazine after the physical part of the paper has been removed. It is not the part of the paper that the reader reads, it is that spirit which he feels.

What is personality for a magazine? Personality is honesty, openness, frankness, and sincerity. It means that the magazine is concerned about truth. The magazine should be worthy of trust. It should have no hidden purposes. It should be honest about what it is doing.

It means that the magazine should be willing to expose itself and to take risks. It should be concerned enough about its task that it should even be willing to make mistakes and suffer the consequences. Of course, it should never attempt to deny its errors or fail to acknowledge its mistakes.

Honesty means that the magazine should indicate what it believes in. It should be willing to state its convictions clearly so that they could be understood. The magazine, of course, should be open to the convictions of others and should attempt to understand them. Conversation should always be a part of the program.

Caring should be a part of the personality of the magazine. The magazine should show on every page that it cares for people. It cares enough for people to prepare a short article when a long article is not necessary. It should care enough to use a simple word when a complex word is not needed. It should print its material large enough so that it could easily be read. Wherever possible its illustrations

should be helpful even if they cannot always be pleasing. The magazine should not waste the reader's time. It should always attempt to help him.

Articles

By articles we refer to those essays, both longer and shorter, through which we discuss the subjects which we feel will be of interest to our readers. They will cover a wide variety of subjects including devotional, biblical, religious, and secular affairs. Theoretically, nothing would be beyond the limits of our concern since we would feel that ultimately we are interested in God and all of His creation. We, of course, look for that material which seems to be most helpful in fulfilling our goals and objectives.

In the past, we have relied heavily on the article. It has flexibility and variety. The first part of the magazine has been given over to articles.

Subjects. The concerns of the church seem most often to be most operative in selecting articles. There always are many things that the church wants to teach to its people. The work of the church needs both promotion and discussion. Christian education, missions, evangelism, and social concerns are usually at the top of the list. These may not always relate directly to the felt needs of the reader, though we hope that he is always interested in more understanding of his role in the church.

Articles should deal with the personal needs of the reader himself. He needs help in facing life and he needs strength for living. He needs to understand the nature of his faith. He needs to know what God is doing for other people so that he may also see what God is doing for him. He needs to become acquainted with the thinking of other people both in his brotherhood and in other Christian brotherhoods.

In recent years we have taken a cue for the subjects of articles from the current Sunday school lessons. Since the Sunday school lessons are widely used and widely discussed, we felt that it would be helpful to provide supplemental material to capitalize on this particular interest. Such material may be helpful to a teacher or discussion leader in dealing with the Sunday school lesson. We are happy if we can be helpful in this way. If the name of a magazine and the name of an article in the magazine are mentioned in public, this is both good promotion for the magazine and certainly extends the ministry of the magazine.

The use of such supplemental material is based also on the assumption that the interest of a reader may have been aroused by the discussion of a particular subject and therefore he will want more information on the subject. We assume that the Sunday school experience builds a certain amount of readiness in the reader for the particular subject under discussion.

Of course, we hope that an article selected to supplement a Sunday school lesson in this way will also stand on its own feet. It should be of value to those who do not go to Sunday school or have missed the class discussion. And the word supplemental should be emphasized. We do not intend the article to be an exposition on the text of the Sunday school lesson itself.

Sources. The sources for articles are many. Articles may be assigned and

solicited. I must confess that I have found so much material so readily available that I have not exploited the avenue of assignment and solicitation as much as I know I should have and as much as good planning would seem to dictate. Assignment of articles has some inherent problems in that it is quite possible to assign an article to a writer who does not have a great deal of interest in writing an article though he may have a great deal of information on the subject. I have felt that too many uninspired articles have been written only because they were assigned. They usually leave the reader uninspired. I want articles that made the writers write them. They have a quality of spontaneity that inspires the reader.

Thus many articles that we have used have been articles which have been volunteered. They have been written by the writer on his own initiative and have been sent to us. Sometimes the subjects are those that do not occur to us. But that someone should have been concerned enough for a subject to write an article and take the risk to send it to us often indicates that there is some value and interest in the subject. The use of such articles is a helpful journalistic record because it indicates the things which the community of readers and not just the editor was concerned about during a particular period in history.

A major source of articles have been published articles which have inspired someone else. These are articles that are referred to us by a wide variety of people both from among the leadership of the church as well as from the readership of the paper. I always feel that if an article has been successful enough to win a convert and even an evangelist, then it deserves my attention and probably the attention of a wider audience. I have not used all the material which has been specifically suggested to me, but I am sure that I have used much of it.

Another source of material has been free-lance material which has been submitted to us as a result of having our magazine listed in a number of different directories. We have not used many articles from this source because articles which are written for money are often no more inspiring than articles that have been written just because they have been assigned. There are exceptions, of course, but we probably do not purchase any more than 5 percent of the free-lance material submitted to us.

Another source of material lies in the adaptation of written or oral material which was prepared for other use. In years past, church magazines made a great deal of use of sermons. We have not used as many sermons in recent years probably because more material is now available. Sermons are usually too long for our context. If they are good sermons, they probably have a stronger oral style than a literary style. They usually take considerable adaptation. But if a sermon happens to deal with a subject in which we feel there is general interest and is developed in such a way that it will be readily received by the reader, then adaptation is certainly worthwhile. It might be helpful to solicit random sermons from able preachers when one is searching for a source of material.

Lectures and papers have sometimes provided material for articles. They often are academic in nature, but if prepared by a person with some skill they do not present too much problem for adaptation.

Recordings of panel discussions are sometimes interesting and provide a varied

style in the presentation or the analysis of a particular subject. Related to this would be taped interviews which were prepared by the editor or by others.

Books are also the potential source of articles. Many times a chapter or a portion of a chapter of a book might lend itself to publication in a magazine. The use of such a portion might also be promotion for a book and therefore be a helpful ministry of the magazine to help a reader to extend his reading.

Characteristics. An article for our church paper should be readable. Wherever possible, it should contain some human interest. Most readers and most critics will call for shorter articles. We agree that short articles seem to be in demand by the reader. They are not always available from the writer. We sympathize with both. Generally, we would like to see our articles average about 1000 to 1500 words. This would mean no more than two pages of type in the magazine under ordinary circumstances. We are sure that no one would complain if the occasional article was only about half this length. But we would allow an article to be even two or three times as long on isolated occasions. We know that we might lose some readers but perhaps the very length of the article might encourage some people to read especially if an impression of the gravity or value of the article is thereby suggested by its length.

Regardless of its length, the article should adequately cover its subject or one phase of its subject. It should be done but not overdone.

Rights and permissions. Material that has not been originated for the magazine should of course be checked with its owner or originator before publication. If the material has been published, permission should be secured from the publisher. The same would be true also of books. Arrangements for payment should also be made. If the material has been copyrighted, provision should be made to carry the copyright notice. The writer should also be aware of the use which is being made of his material and wherever possible a copy of the manuscript as prepared for publication in our magazine should be shared with the writer before publication. He should be given an opportunity to make revisions and corrections if he so desires. A general rule to follow would be to be sure that most writers know that their material will be published before they see it in the magazine. More detailed information on the procurement of rights and permissions and related matters will be given under the next major section in this manual which deals with production.

Fiction

Fiction has a general appeal because it is the continuation of the ancient practice of storytelling. A reader is most often attracted to a story because it usually deals with people and therefore is assured of human interest. It deals with a specific event and therefore it is concrete rather than abstract. Many people who cannot follow a general or theoretical discussion will be able to receive the same message in a story.

We have not made extensive use of fiction in our magazine though it has been introduced into our content largely through the youth section. Fiction, however, has also been used in the feature portion of the magazine from time to time.

Fiction often tends to require more space because it takes longer to tell a story

about a specific event than it does to make a generalized statement about that event. But readers are often willing to tolerate length in a story more than they will in a nonfiction discussion or analysis. Because of its human interest and concreteness, a story is often easier to read.

Subjects. Fiction can deal with almost any subject. It seems best adapted to telling about the responses of people to life. Therefore, personal problems are often treated in fiction. Ethical and social concerns lend themselves well to this treatment.

Sources. Fiction can be assigned though it should be assigned to a writer with demonstrated skill. Again most of our fiction has been volunteered either by persons who have read something which has been helpful to them or by persons who have written something and have dared to risk submitting it to us. We have probably bought more free-lance fiction than we have bought free-lance nonfiction. Other magazines and books are also a source for fiction.

Characteristics. The short story has its own characteristics. It should have a plot and it should have adequate characterization. It should not be moralistic in that it should not attempt to sermonize on the meaning of the events it describes. The action should speak for itself.

Fiction should be true to life. In fact, the course of events in fiction should not be determined by accidents or coincidents as they so often are in true life, but they should be determined by the responsible decisions of the main characters. In this sense, fiction is more true to life than real life itself.

Yet this does not mean that fiction should be sentimental or free from pain. Too much that passes for Christian fiction has this quality of unreality. It is too often weak because it does not really face life as it really is. While some fiction can be an escape from reality, it seems to me that the best fiction should bring us face to face with the world as God has created it and perhaps also the world as man has deformed it.

Poetry

Poetry often provides communication on a different level than is possible with articles or even fiction. Poetry is highly symbolic and is often capable of packing quite a bit of content and feeling into a few words. Poetry often provides several levels of meaning. It attempts to create or provide an experience by the medium of words which is often not available in more prosaic forms of expression.

The magazine uses poetry to provide new and varied experiences for its readers. Poetry is used to broaden the reader's contact and experiences with his world.

Subjects. Because poetry is symbolic it is best adapted to treating those subjects related to the inner life which are not as much perceived by the physical senses as they are experienced by the emotions. Poetry is not basically an argumentative medium but rather demonstrative. Its appeal is not basically to the mind but to the senses and to the emotions.

Sources. We have seldom assigned poems to be written although it is conceivable

that certain things might be commissioned to a person with demonstrated skills. We have selected poetry from among those things which have been volunteered to us and from those things which we have read.

Characteristics. Our basic standards for poetry have been symbolism and sensation (that is, in the sense of emotion). Meter and rhyme scheme have been secondary standards. So many amateur writers assume that if they can rhyme words they have written poetry that we have found that one can follow this standard in almost 90 percent of the cases: "If it rhymes, don't buy it." But we would not be so foolish as to follow this flippant standard slavishly. When it comes to meter, we would prefer some meter hoping that if meter is followed well that it is an indication of some discipline on the part of the writer. But meter has to be tested carefully because a common fault among amateur writers is to use a nursery rhyme type of meter for rather serious subjects which often makes a farce out of the whole production. But we do look for discipline in the choice of words and we look for an economy in the use of words. The benefit of the doubt is given most often to the writer of poetry. The editor may assume that even though he may not fully understand what is being said yet others may. This may be true but some caution must be exercised at this point. And avoid the undisciplined piece that looks as though the writer wrote as the ideas came to his mind and left it at that. Avoid also the religious argument or the moral which is set to meter and rhyme. Ask, "What does this poem contribute to the understanding of the subject which could not have been contributed by an essay?"

We must admit that we have found poetry convenient to use as fillers when an article did not seem to be long enough to fill up the allotted space. Since many poems are brief statements, they lend themselves to this use quite readily. Poems, of course, should have their own reason for being. And they should also occasionally be used intentionally rather than accidentally.

Visual material

Visual material includes photographs, drawings, and reproductions of art and other visual material. Visual material is most often used to illustrate an article, story, or poem. In this use it extends the meaning of the item which it illustrates and possibly also serves to draw the readers attention to a particular item. Visual material on the cover in particular should serve to characterize a particular issue or to attract the attention of the reader to the issue. Such material on the cover should also serve to distinguish the issue from previous issues so that the reader might know at a glance that this is a new edition of the magazine, one which he has not seen before.

While visual material may serve to extend the meaning of an item with which it is associated, it should also be recognized that some visual material can also be used in its own right. It may have a message of its own to convey which may even contradict or be in opposition to the statement of an associated written piece. When this is the case, visual material is not illustrative but is rather in conversation with the other items in the magazine.

Visual material is often able to communicate to the reader ideas, feelings, and experiences which could not be conveyed in words. Therefore, it would seem that some visual material could be used without any written material to describe it.

While people again often see better than they can read, it does seem that we have found ourselves in a situation where quite frequently we have associated some type of discursive material with an illustration. We do not feel that written material associated with visual material should comment on the obvious. It would not seem necessary in the case of a picture of a cow to say: "This is a picture of a cow." The caption might well ignore this fact and might not even mention the word cow at all. The caption should probably provide some type of handle that would give the reader some clue to what was in the editor's mind in relating the picture of a cow to the subject under discussion. The relation of the caption to the visual material might even be obscure which perhaps makes the writing and selection of captions for pictures an art form in itself. An indirect caption focuses the attention of the reader on the visual material for a few seconds longer and may make it possible to attract the reader to the total content of the magazine at a greater and deeper level.

Visual material may sometimes include some art forms with which the reader may not be familiar. While we do not intentionally desire to offend or distress the reader, we do hope to be able to introduce him to new experiences and new meanings. We hope also to educate him gradually to new methods of communicating truth. We hope to build in the reader the ability to accept material foreign to his experience. As preparation for life in a pluralistic society, he needs this kind of tolerance. There may also be value to the reader to be able to learn to understand different means of communication. This may be supportive in terms of the building of the skills of listening to other people and understanding them.

Subjects. The subjects for visual material are limited only by the skill and imagination of the artist or artist-photographer. We seek those subjects which will best help us to accomplish our goals and objectives.

Sources. Visual material can be produced by the staff. We look to the art director for guidance in preparing illustrations and for judgment on what is acceptable and helpful for our purpose. Photographs and artwork can be secured from a wide variety of agencies and institutions. The task of finding visual material is a continuous one. Much material has to be purchased but much material is available from commercial and service agencies at no charge. Many ideas and much material is volunteered. Other material is discovered by inspecting other publications and cultivating various contacts with artists and photographers. A list of sources for visual material is given in another section in this manual along with comments which may be helpful in indicating the character of the supply available.

News

News material is usually presented in article or essay form and is thus just an extension of the use of the article. However, it represents an area of specialization which in itself makes it a specific form of communication with its own distinguishing characteristics. News attempts to tell the reader what is happening and to describe the current situation in its community, church, and world. But news is more than just simple information. It can be used to accomplish most of the objectives and goals of a church magazine. I like to think of newswriting as an extension of the mission of the biblical writers. Here we are recording the acts of the Holy Spirit in the world today. We attempt to testify to the continuing

work of the redemption made known in Jesus Christ. We attempt to see the hand of God at work in our world. We hope also to discover the needs of the world and our role in being the church of God and the witnesses of Jesus Christ.

Newswriting has established some of its own traditions which we who publish a church magazine strive to learn. One is the standard of objectivity. The value of news is related and dependent on truth. The reader expects to discover through the medium of news writing a report of events and conditions as they are in reality. But since all writing involves selectivity and news writing and news editing involves the most selectivity of all, objectivity is most difficult here. Space and time are always limited. To have chosen to report on one event to the exclusion of hundreds and thousands of others is already a subjective decision made by the editor or the writer. By this very selection he has put forth his subjective opinion that this event is more important than all the others that he has excluded.

Knowing the difficulty of achieving objectivity, the editor and writer still need to strive to tell the story of what God is doing in His world and in His church as it is happening and with as little bias and prejudice and coloring as possible. Every effort should be made to tell the news story without moralizing and without speculation. The news story should speak for itself. The reader should be given every opportunity to make his own judgment as to the validity of the experience being recorded.

However, the church magazine has the right, yea, even the obligation, to express its opinion and bias on the news. The tradition of news writing requires that such opinion and analysis be clearly marked as such. Some of this can be done on the editorial page where expression of opinion is expected. We have also included such expression of opinion in our news section and we have always tried to label such items in such a way that the reader may understand at the outset that he is receiving a particular interpretation.

Subjects. A Mennonite magazine published by the General Conference Mennonite Church would be expected to deal first of all in news which relates to the General Conference Mennonite Church. However, not all news which is of import and value to the General Conference Mennonite Church is confined to events which have been directly inspired by this group of Mennonites. What other Mennonites do and think is also of significance. But even beyond the border of the Mennonite brotherhood there are many things which impinge upon the church about which General Conference Mennonites need to know. And these are so-called secular events as well as religious events. Therefore, the scope of our interest is almost unlimited. Thus, we begin in the center with the Mennonite church and its witness, and we work out in ever widening concentric circles to cover all of God's creation. While the material is therefore massive and almost unlimited, it does mean that our tradition and our position gives us a perspective as a point of beginning.

Sources. Today's editor soon discovers that many people are anxious to assist him in his task. Many items of real news as well as so-called news appear on his desk daily. Many agencies and special interest groups are anxious to have their stories told and they go to considerable lengths to make it available to any editor who has a mailing address.

Yet at no other place does the editor have a heavier obligation to his reader than in the presentation of news. If the editor needs to be suspicious of his own objectivity in presenting the news, he must be even more suspicious of news which is offered by a special interest group or by an agency with a vested interest whether that institution is near to the center of his interest or far away. The tradition of checking the original sources as much as possible is a valid one. This, of course, is not always possible, but an editor must do this frequently enough so that he is able to make a judgment on the reliability of his news sources.

So while much material is made available to the editor, yet he must be responsible as much as possible for his own news gathering. Not only must he check the sources; he must, as much as he is able, go and see for himself and experience for himself those things upon which he wishes to report. He must also remember that not all the important things that are happening are being serviced by public relations offices. There are many things which are happening in out-of-the-way places and which are being done by unknown individuals which deserve attention and reporting among the acts of the Holy Spirit.

Characteristics. The above discussions may have already developed some of the characteristics of news. News needs to have a characteristic of variety. It needs to be something different, otherwise it is not new but it is old. It should be of interest to the reader. While the editor must be sensitive to the interests and desires of his readers, he can often do no better than to fall back on his own interests.

"News," said one newspaper executive, "is anything that the editor finds interesting." If a person who reads widely and who is well-informed does not find any interest in a particular item, it is doubtful whether a busy person with limited time to read will find any significance in the same item. Should the editor fail to follow the standard of interest and the reader discovers that the article indeed is of no interest or value to him, he may be reluctant to follow the guidance of the editor and trust his judgment on future occasions especially if he should be betrayed too often.

News should emphasize human interest wherever possible. Here it has all the appeals of the story in that it deals with human experiences and concrete events and has the additional advantage in that it is dealing with real life situations. Not all experiences, of course, can be dealt with in the human dimension. Many of the forces and problems in this world about which Christians need to be informed are often abstract and difficult to understand. The difficulty of reporting should not be allowed to become a permanent obstacle.

News should not be sensational or used only for the sake of entertaining. News should not be selected just to reinforce and support the editor's biases. But knowing that he may unwittingly make such selections, it would be helpful for the editor to occasionally select those things which may be contradictory to his point of view and even to the point of view of his tradition and his community.

Effort should be made to seek a balance in reporting the news both in the total news section and within any particular story. In terms of balance, we think particularly of the variety of points of view. This is particularly true when

reporting on matters which relate to items traditionally regarded as controversial. Fairness requires that reporting include the different interpretations given to an event. If possible, included in the article should be reports of how different people in different situations evaluated the event or experience. Where decisions have been made, efforts should be made to report on the views of those who differed or disagreed with the decision. Again this is an opportunity for the subjective to intrude under the guise of the objective. But though the task is impossible, the writer and editor need to seek to keep them separate.

Words and deeds. Space in our magazine is severely limited for the treatment of news. We know that it is almost impossible to report on any event at a significant depth yet we try to select a few items for such treatment. Recognizing that we cannot give equal treatment to all worthy subjects, we at least try to give some superficial treatment to a number of different subjects. This may supply the element of variety as well as some counterweight to any possible bias of the editor and his writers.

Words and deeds has been the rubric which we have chosen to give brief treatment to a variety of items which have come to our attention. We would be the first to admit that it is sometimes used as a way of giving some notice to an item which we cannot ignore or demands that we treat in some way. So this is an opportunity to give the least possible notice to an item which duty or charity demands that we carry. Probably all institutions need such escape valves for the perfunctory obligation. Happily such painful experiences do not come often in the Christian brotherhood.

While we have not been able to test to our satisfaction the response which this particular column has received, yet we personally have been as satisfied with this device as any other that has come to our attention. We try to capture in capsule form the important things which people are saying and doing, recognizing that many times the word is the deed.

Record

Record (formerly called Church Record) is the extension of the news function though it is also a journalistic function in its strictest sense of keeping a record. It is also a surrender to the demands of space. Knowing that we cannot comment fully on everything that happens in the church and the community especially in the lives of persons but also in the lives of institutions, we still try to provide a place for brief notations of these events. The official church paper should provide some official records. We have tried to make provision for those official events which seem to be of most significance to us in our understanding of the mission of the church. We need to continually test the validity of this enterprise as well as all the other enterprises in which the church paper is engaged.

Again we would be the first to admit that this department may at times serve as a catchall to carry some special or unusual items which we do not know how to treat otherwise or for which we do not feel we have adequate space to treat at greater length at other places. But we would also feel that this allows for experimentation and testing of new approaches and new material.

Sources. We have made the larger bulk of material in Record the responsibility of

the assigned church correspondents. While we would desire our record to be entirely complete and cover, for example, all deaths and all marriages if we are going to cover any deaths and any marriages, yet we realize that to provide a full and complete record is above and beyond the wise expenditure of our energy. Therefore, we have committed ourselves to depend on church correspondents for congregational items of this nature. We know that many correspondents may not feel that they have a profound task especially measured in the terms of space given to their work, yet it is a task which will not be accomplished unless they do it. Therefore, this gives prime importance to an otherwise routine job. Of course, many other items are taken from institutional releases and from institutional sources of information.

Calendar. This section is somewhat related to our philosophy of the place and role of meetings in the life of the church. Much news from congregations deals in terms of meetings which are sponsored by the congregation. In the days in which we had free and voluntary correspondence from church correspondents, I believe we discovered that much of it was given over to reporting on meetings that were held. This fact in itself may be a rather significant commentary on the life of the church. But this does not mean that we disparage meetings. We do feel that they can be significant even though they may not always be news. Meetings can be important experiences for those who attend them. Our approach to meetings then should be to encourage people to attend or make information about them available so that others can choose to attend. While reporting on meetings may sometimes be necessary and helpful, yet we may be making our most helpful contribution by encouraging people to attend meetings. This then is the justification for the calendar.

To report on meetings is more difficult than the amateur reporter may at first realize. It is difficult to recreate the experiences of a meeting in a brief or even longer report.

We could be of more service to our readers by taking more initiative in finding and listing those meetings which would be of most significance and perhaps weeding out those meetings which are of minor import. It is, of course, hard to make a decision on the value of a meeting contrary to the judgment of the individual or institution supplying a report. Therefore, we have not exercised a great deal of discrimination at this point. This, perhaps, has not been a great problem up to this point. We do feel, however, that we could have taken more initiative to discover meetings that should have been called to the attention of our readers.

We have also listed a few church holidays and festivals in the calendar as a matter of service.

Baptisms

Several years ago we began to list the names of people who had been baptized. This grew out of the conviction that this was a significant experience in the lives of individuals and congregations. We felt that it deserved some type of recognition. A major mission of the church is to win people into its fellowship and therefore note should be made of this achievement. Even though this listing consumes considerable space at times, yet we hope that it is a testimony of the importance which we place upon this experience.

Congregations have had a tendency to report on baptismal experiences by the number of candidates involved rather than by the names of the people baptized. This continues to be true sometimes in the case of baptisms on the mission field. The use of names should help to indicate an emphasis on the importance of the individual as a personality in his own right.

We have made no active effort to solicit the names of baptismal candidates on mission fields but we would certainly welcome these as much as the names of persons baptized in our domestic congregations.

Marriages. Reports of marriages appeared quite frequently in reports from congregations when voluntary reports were received. Marriage is again a milestone experience and probably deserves recognition from the church. Even in a small denomination, the number of marriages each year is quite large. While this information is of some interest and of some value, it is possible that the time may come when we can no longer carry it. Of all the material in the church record, this has sometimes seemed to us as being material which is most dispensable.

Deaths. Notices of deaths have always figured prominently in the reporting of news. The lives of many people deserve comment at some time and it is not uncommon to take notice of their contributions at the time of death. Space does not allow us to publish obituaries, but we do feel that we should at least note the passing of persons who have been a part of the fellowship. Wherever possible, brief notice should be taken of their significant contributions to the life of the church. This might be done in a sentence or two along with the death notice. The contributions of those who have been prominent in the leadership of the church may well deserve a longer notice and perhaps even a separate item in our news columns.

Many of our correspondents shrink from the use of the word "died" in their reports. While we want to be sensitive to the feelings of people, we do feel that we make our most solid contribution by avoiding undue dependence on euphemisms. These easily become a target for ridicule, especially when used consistently and when a number of them are brought together in one place as they would be in our columns. Of course, it is possible that we could eliminate the word entirely since the title of the column is called "Deaths." We do not repeat the word married in the case of marriages. This would be a possibility for future revision if seen desirable.

We have sometimes included in this column the notice of deaths of individuals outside of the immediate Mennonite fellowship when of interest to our readers.

Ministers. We try to include here all the changes and appointments in ministerial leadership. This would include ordinations as well as anniversaries of ordinations should reporters or ministers want such notice given. While this category might well be combined with the following category, we have felt that the work of the ministry is sufficiently distinct from other callings to justify a separate listing. Seminary students who are not ordained have sometimes objected to having their appointments to summer pastorates listed in this column, however, we feel that their involvement in the pastoral ministry of the church is here the criterion and not the status of ordination.

Workers. This column has developed into one of our largest and most active columns

since so much material can be listed here. We have included notices about missionaries as well as persons entering voluntary service. Most staff appointments for our institutions have also been included. This column has tended to be long since we need to take the occasion to explain a little bit about the nature of the person's service. The column has also provided the opportunity to include miscellaneous items relating to the activity of people in the work of the church. Some of the material in this column comes from congregations. We feel that we ought to list at least briefly even those people who are involved in service ministries not related to the denominational program. Here we would include those who serve under the sponsorship of other religious groups, but we would not exclude those involved in philanthropic programs such as the Peace Corps. It would probably be impossible to list all those who are working in service ministries such as teaching and medicine and welfare work with agencies outside of the immediate denomination. It probably has not occurred to our correspondents to report such ministries and we have not openly solicited such. We may have to recognize that all of our reporting is always incomplete and that perhaps at best we can only give a sampling.

The volume of persons involved in summer voluntary service has grown so large that it is difficult to list all names. Briefness of period of service may justify omission, though some recognition should be given of the fact of service in the news columns even though all names cannot be listed. Every effort, of course, should be used to list names because the traditional news dictum that names are news is still valid.

Published. Here we are interested in listing particularly those items which have been published by our denomination. We would hope that we could keep a complete record of all the major publications of our conference as well as most of the minor items. It has been difficult to accumulate these materials since apparently no single agency has committed itself to the task of gathering this material. Many of the publications come to the editor's desk although sometimes he is forgotten. And even though they may come to his desk, he may overlook the need of writing up a notice because of the press of other affairs. Reproductions of the covers of publications are also helpful here and should be used whenever possible.

Audiovisuals. Here we have listed not only the visual aids prepared by the denomination, but also that material which the denomination desires to promote and which it has added to its lending library. In recent years, this has included quite a few pieces and may include more in the years to come.

Workers needed. We have not had a large number of requests to publish items soliciting for specific workers. In most cases, we have chosen to list them under this rubric. The column would probably be of more value if it should appear more frequently. It may also be that our denominational program at the moment depends more on volunteers than on active recruitment. And recruitment may have found other ways to satisfy the need for workers other than this type of solicitation.

Conference budget. We used to carry the regular monthly report of our conference treasurer in our news columns. Since we now see this as a regular item, we have decided to classify it with our church record, since it is indeed a kind of record. It is also, of course, partly promotional in nature.

While this material should come to our desk automatically, we have found it helpful

to remind the treasurer at the beginning of each month that the report is due. If we are to carry this material, it is best that it should appear within the month following the time which the report covers. We sometimes may skip a month under certain situations.

The main feature of the conference budget report has been the use of a graph to indicate the amount of funds received and also the amount of funds needed.

Since the bar graph gives a report for only the overall receipts, we have also carried on occasion a report of the breakdown of receipts by the several commissions. The information that needs to be reported to give an intelligible understanding usually requires that this material be set up in a table which covers two columns. This presents a bit of a layout problem and may sometimes make the presentation of the conference budget with its three different elements a little difficult to work into the layout. A general practice has been to carry the table for the end of each quarter although it has been used monthly more recently.

At one time, the word stewardship was used in the title of this column. This was probably a rather narrow usage of the word stewardship as far as the desired theological understanding of the word which we attempt to promote at other places. While the word budget may not be fully satisfactory either, it is probably more honest and therefore more adequate at this point.

Pictures. We have sometimes used pictures of individuals mentioned in the church record section, especially in the case of workers, ministers, and on a few occasions in the case of deaths. Agencies announcing the appointment of workers and staff members often supply photographs. Congregations sometimes provide photographs of their new ministers. But most photographs including those listed in the category above are not easy to obtain. We try to keep a collection of photographs in our file. We have made known our interest in pictures in our report forms supplied to our congregational correspondents. And we write to institutions requesting photographs on many occasions. It would seem ideal to have a photograph or two to go with each week's church record. This is not always possible. We would hope that our regular usage of photographs would generate a voluntary submission of photographs.

In order to keep a ready supply of visual material on hand, we have also saved the engravings for pictures used in this department. In many situations we need to return a photograph, and so if we keep the engraving, we are able to publish the picture of a particular person again should his name come up in our columns. This multiple use seems to make it necessary to standardize the size of our engravings for this department as well as the halftone screen. Of course, it is not desirable to use engravings that are too old.

Other material. Other subjects could be included in Record. If it is material of general interest but of limited length or can be reported in a short space, it might well be included here. Some care should be taken to keep Record from becoming too long. We had hoped in the beginning that it would never be longer than one page. This does not often happen. It would seem that the department should not be longer than two pages except on rare occasions. We would still feel that one page would be the more desirable length for material which is of such a disconnected and unrelated nature.

Editorials

Editorials, by tradition, have been a standard feature of most church magazines though not of all. Editorials represent an expression of a point of view and in a wide sense, church papers are interested in the expression and promulgation of a particular opinion. While a point of view is always expressed throughout the whole magazine, if not directly at least indirectly through the choice and presentation of material, yet it is probably helpful and wholesome to admit that at certain points we are directly and openly expressing an opinion and making an appeal for a particular point of view. If the church paper hopes to promote openness and honesty, the editorial page can be the place where the editor can attempt to practice what he preaches and set an example.

The editorial page also provides the opportunity to cover a wide range of material, material which might be difficult to treat at another place in the magazine.

Sources. Editorials are usually written by the editor. They are most often, at least, the responsibility of the staff and speak for the publication. We see value in confining the editorial page to one voice and expressions from one point of view. This helps to build a following and also provides the possibility for doing a more direct task of education and leadership over a period of years.

But we have tried to understand the editorial page of a church paper within the context of our understanding of the nature of the church itself. We do not feel that the brotherhood church is by its nature monolithic. It is not one voice speaking to the many, but the brotherhood speaking to itself. Therefore, we have tried to give opportunity to various individuals to speak through this medium. We have invited persons active in the leadership of the denomination to use this page for an occasional message. We have also selected material prepared for other purposes which we felt might deserve notice through this channel. And we have sometimes used material which has been produced by individuals outside of the immediate denomination, if we felt it deserved a hearing in this context.

Thus the editorial page becomes in part a pulpit, a pulpit not just for one preacher but for concerned members of the brotherhood.

Subjects. The life of the church has been the most frequent subject on the editorial page. This includes, of course, not only the ministry of the church but also its message. It can also deal with all those events which bear on the life of the church or on which the church wants to bring its message to bear. We have found the editorial page a convenient place to carry devotional material since this can be more easily treated in the short space of one page. Analyses of problems in the life of the church or world are a bit more difficult to handle in this limited space.

Characteristics. Editorial writing has had a tendency to become overly self-conscious with a sense of its own self-importance. This has also tended to limit its readership and value. To provide a counterbalance to this tendency, we have attempted to find the human dimension in this medium of communication as in other mediums. We see the value of the impersonal, more objective analysis. Yet in the midst of our seriousness, we must attempt to find the human wavelength on which we can best communicate.

Does the church paper speak for the church or to the church? This is a question which is the source of much uneasiness. There is a strong feeling that an official church paper should limit itself to an official statement and official points of view. Yet this is an almost impossible task. It is an impossible task because official positions exist on only a few subjects. Of course, it is generally assumed by some people that there is an official Christian line which covers a major body of knowledge. Even this is not precise. While some congregations in our brotherhood have experienced the church as a monolithic and authoritarian structure, yet the church continues to be a brotherhood with a variety of points of view. True, the brotherhood does have a consensus in certain areas but even as the consensus was arrived at by an examination and testing of various points of view, the consensus is sustained by a similar testing.

A similar question relates to the promotional nature of the magazine. Should we assume that all programs and activities of the church are worthy of promotion and free from challenge? Most programs do begin with the approval or consent of the brotherhood. But because we have once given approval to a program, this does not mean that judgment should forever after be suspended. If the activities of the world dare be brought under judgment, even more so must the work of the church be brought under scrutiny.

It may appear that criticism and evaluation is in direct opposition to promotion. We have never agreed with this point of view. We are asked to support our church programs with our gifts and our prayers. And intellectual interest is a part of our prayer-interest.

The concern to test the ministries of the church is in keeping with the nature of the church and its message. The requirement for membership in the body of Christ demands the ability of self-criticism. This is called repentance. It is seeing a life under the judgment of God. And repentance is not a once and for all experience. It should become a way of life both for the individual and the church. For the church to assume that it is above repentance and therefore above criticism is to assume that the church is God.

We believe that openness and frankness are in the long run the best type of support that can be given to the work of the church. The work of the church must finally be supported by the people who care for it and those who care most about it are not those who want to overlook its faults.

This discussion does not suggest that criticism is or should be the main burden of editorial writing. We feel that we have erred more on the side of being non-critical than being critical. But since the occasional endeavors in criticism often raise the most objections, space and time must be given to consider these objections. We need to understand our own purposes and help others to understand them.

Criticism is, of course, a two-way street. The church paper dare not become a law unto itself. All who venture to evaluate the work of others must be prepared to have their own work evaluated. And this should not be a threat but a promise. The hope for a productive future for the church paper lies not in flattering words but will come from people who care enough about the ministry of the church paper to criticize it sharply and at some depth.

Some criticism directed at the church paper will sometimes take a personal dimension. Such responses may be called forth by elements in our discussions which have been unintentionally or accidentally personal. But a personal attack must be accepted as a potential criticism though one should guard against taking it personally. Such responses more often indicate the nature of the person who is responding. We should attempt to spend more time understanding the other person than in defending ourselves. As we attempt to communicate on the human level, so we must expect that much of our response will be in human terms. Perhaps this should be regarded more often as an indication of success rather than failure.

The editorial page is an opportunity to set the tone and character for the paper. It is a high responsibility and opportunity to speak in behalf of the gospel.

Discussion

This is a department which we have not used frequently,but we have found it helpful as a channel for communicating some concerns which we did not feel were prepared adequately enough to be used as articles or did not fit our current purpose. Many times the material submitted here was submitted to be used as an article. If we have rejected the possibility of using it as an article, another opportunity would be to use it as a letter. But if one wishes to give the statement more attention, to place it under the rubric of discussion may also give it more dignity.

Sources and subjects. Most of the material used under discussion has been material submitted by readers or members of the brotherhood. We have also selected some material for possible use which has been published elsewhere, the nature of which makes it of a kind that we do not wish to promote it as an article, but would feel that it would be helpful for consideration. This section might provide a possibility for the handling of controversial matter, especially matter that might seem too controversial to include as a feature article.

Youth

The youth section has been a part of our church paper for many years so that it has become almost a traditional feature. We assume that one of the original purposes of the section was to provide resource material for youth programs. The section has outgrown this use. Yet the youth section continues to provide an opportunity to introduce a distinct variety of material even though it may not always confine its audience to young people. We do hope that we are able to reach a new generation of readers through these pages and also to attract their attention to the total magazine.

The youth section provides an opportunity for us to be experimental with material that we might hesitate to introduce into other sections of the paper. We also hope that it would provide a vehicle to use material not only about young people but material which has been produced by young people.

This section might also be seen as an avenue of expression for the organized youth groups of the brotherhood. During recent years we have not had a person on our staff to serve as a youth editor and to represent the interest directly of the youth groups. While this is desirable, it is not always workable administratively.

Subjects. Subjects in the youth section have been about the same subjects which have been treated at other places. Differences may have occurred more often in the matter of treatment. We have used fiction more frequently in the youth section than at other places. We have attempted to be more informal and contemporary in this section also. We, of course, have given attention to those subjects which seem to be of immediate concern to young people such as vocations and courtship. We do believe, however, that young people are also interested in the life of the church and in the life of the world.

Sources. We have often used material of non-Mennonite origin in the youth section although there is no particular reason why this should be so. A great deal of material is readily available from other youth publications and youth agencies. We feel that it would be wholesome to solicit more material from the young people themselves. This type of material is not easy to obtain and would require considerable staff time to solicit. And after solicitation, it may often be discovered it may not be as usable as would be desired. Even when young people are able to communicate their ideas, they may more often than they are conscious take their signals from traditional ideas as they have received them from their parents without adequate criticism. Of course, it is possible to get usable material and more time should be spent in this endeavor.

We had hoped to be able to explore the possibility of securing a council of youth editors who might serve as advisors and consultants to the editor for a period of a year at a time. These persons might make occasional contributions of their own, but they would also render valuable service by evaluating material which the editor has selected for use. Such a council might also serve as an avenue for recruiting future journalists as well.

Men's and women's features

These special features developed out of a concern of the conference men's group to find an avenue of communication to the conference. Feeling that it would be better to use established avenues rather than to develop a new periodical, we encouraged the men's group to consider channeling their material through The Mennonite. Out of this discussion arose the agreement to make a page available to the men's group on several occasions each year. While the women's organization had already established its own paper, we made the same opportunity available to them also. Since they did not feel the need of the space at the time, they did not accept the offer until 1967.

Sources and subjects. We have allowed the respective groups to select their own material and provide it to us. We occasionally make suggestions, but we take no initiative. Where material is purchased or eligible for payment for these pages, we have made those payments and paid for the use of pictures and engravings.

Characteristics. The men have used their page for the practical purpose of communicating information about their organization. Since the women had their own channel for communicating information, they have used their page initially for the purpose of building their image. They have seen this page as a medium to attract the interest of the younger women in their organization.

Letters

This department has a large following. Some would have us believe that this department is read most frequently. It quite often turns out to be quite controversial and always has the potentiality of being explosive. It is a place for audience participation.

Why do letters to the editor continue to provoke interest? I suppose, that various reasons could be given. Letters often represent antiestablishmentarian points of view. Whether we are willing to admit it or not, most people are quite happy to see the authorities challenged, at least, when they are not the authorities being challenged. A church paper does have the problem of being identified as an authority in religion. And this will continue to be the case, no matter how hard we may try to demonstrate our independence and our freedom.

Again, people are interested in what other persons have to say, especially those whom they may feel are more like them, the average persons, than perhaps those chosen to write feature articles and editorials. So, spontaneous letters tend to have the promise of human interest and also the promise of surprise because one can never predict whether letters will be positive or negative.

A page of letters can be a place where the forgotten and overlooked can have their moment on the stage, whether they have been overlooked by the editor or whether they have been overlooked by the brotherhood or society at large. I have been happy that both the young and the old respond to the unspoken invitation to have their viewpoints aired in our church paper. Many of our older people are not heard in the councils of our church leadership groups. They deserve a hearing. And youth needs an opportunity to get into the ongoing and continuing discussion. Letters to the editor also provide an opportunity for the innovators to try out their points of view and also the conservators have a chance to speak for their position as well.

While I would generally feel that an editor needs to work hard at his job in making decisions, selecting materials, revising and rewriting materials, and doing all that he can to sharpen up materials, the section on letters is a place where he should keep hands off as much as he possibly can. I do not believe that letters should be edited. As much as possible, the editor should not tamper with this kind of material. He should stand back and let the writer say what he wants to say in the way that he wants to say it without assistance or without interference. This is my general principle. Of course, there have to be exceptions to all generalities. These I will mention below.

But first, I want to defend the hands-off policy. Whether he likes it or not, the personality and will of the editor is far too strongly expressed in all other sections of the paper. As far as articles and reports and pictures are concerned, he makes the life and death decisions as to whether they will be published in whole or in part or whether they will be discarded and forgotten. He accentuates and subordinates. (Again, there are qualifications to this principle, but as far as the average reader is concerned, this is the way it is. Of course, like any other individual in a position of responsibility even what appears to be absolute authority is hedged about with severe limitations.) Thus the reader needs a place where he can speak back to the editor without interference. Any writer deserves

the opportunity, at least once in a lifetime, to speak directly to an audience without the gratuitous assistance of someone who thinks he knows better. And while the editor seems to be spending a lot of time correcting others, there needs to be a place where he can be corrected and criticized freely.

It is very easy for the editor to argue back directly or indirectly. He may take it upon himself to write brief notes in response to many of the letters, to be published at the end of the letter, giving his reply. This may be necessary in certain situations, especially those that deal with factual matters, but I believe that notes from editors in direct response to a reader should rarely be published. The problem is that a published response by the editor puts the editor in the position of having the last word. And one of the purposes of allowing letters to the editor to be printed is to give someone else the opportunity of having the last word and trying to take the editor out of that last-word posture. The editor should avoid the easy temptation of being a person who is putting everyone down. By the accident of his responsibilities, he is already making too many individuals feel put down. So he should studiously avoid such a role, at least, at one place in the paper.

Many of the letters will be letters which will claim that a mistake has been made or that some wrong has been done directly or indirectly by the editor or someone associated with the church. The accusation of wrong-doing may be made falsely, but most accusations have an element of justice in them. Even if the editor should not choose to argue the point, should he not take the opportunity to apologize or express grief that persons have been upset? I would agree that editors like all church leaders should set an example of humility. And it would seem that this would be a good opportunity, especially since the editor's role is often seen as an arrogant one. Yet the option to apologize, just like the option to argue, I feel, should be exercised with extreme caution. I would feel that in many cases it is better to stand accused unjustly and accept it silently than to be drawn into even an apology which has far-ranging implications. For most arguments are not just simple accusations of the editor's deeds, but often involve the actions and discretions of other individuals. Often an accusation implies that the editor was unwise in letting another person speak. Obviously, the editor cannot apologize for this without reflecting on the person involved. However, each situation will require its own decision. Generally, I would feel that we can trust the brotherhood to make many of the decisions that need to be made which are involved in an accusation of right and wrong. When an article or statement is under fire, let the reader read both sides, and let him decide. Thus, we may be showing the maximum respect for personalities of all the individuals involved.

The editor, of course, should take opportunities to communicate his concerns and feelings in his regular course of writing. Without talking about humility, he should take a humble stance. He should recognize that mistakes are more common than uncommon, without particularly boasting about the situation. He communicates a spirit of forgiveness as he develops a spirit of acceptance, not only through his words, but by his deeds.

A troublesome factor in the entire Letters to the Editor dialogue is the assumption that many readers and writers have that there is a kind of personal dimension involved in the interchange. I have seldom seen or felt this particular personsal dimension. Obviously, letters addressed to the editor are really letters addressed

to the readers at large. The editor here is only a foil, or rather a formality, as when in a parliamentary session a person addresses the chairman in order to address the audience. In speaking to the chairman, one is not so much addressing a person as an office. This may be pedantic and may be an elaboration of the obvious, but since so many persons seem to overlook it, I feel that it is necessary to go over this ground once more. While criticism indeed may be directed specifically at times to an act which was initiated and perpetuated solely by the editor, by and large, most of the criticism is directed at mankind at large or perhaps at the writer himself. While many people have supposed that I must find letters to the editor to be worrisome, on the contrary they have seldom distressed me because I have felt that anger (as well as praise) is being directed over my shoulder toward the brotherhood rather than directly at me. This does not mean that I tend to ignore any expression or take any particular expression lightly. I take all of these things seriously, but I take them seriously not because I am the editor but because I am a member of the brotherhood. And while I do not wish to disregard any bit of personal responsibility that I must bear for any act, I must also see my action and conduct as an expression of the Christian brotherhood at this particular stage of its life and development.

So in this area of responsibility as in other areas, I see myself as an agent of the brotherhood. My responsibility here is to give the writer the opportunity to be heard. I will not intrude into his time nor will I argue with him except in rare situations. I should rather see myself as the agent giving him the opportunity to communicate his message. I will not attempt to ridicule him or belittle him even indirectly. And it is very easy to do this in selecting a title for his letter. Most letters come untitled and we have tried to supply titles which are indicative of the writer's point of view and not of the editor's point of view. If the writer should choose to supply his own title, consideration should be given to the use of his title, in fact, more consideration than might be given a writer in the feature section of the magazine. For in writing titles, the editor usually sees his role as finding words to sell the writer's article. But if the writer of a letter to the editor does choose a title, I would feel that the editor should give first consideration to that, unless the title is too long or if inadvertently the title is damaging to the intent of the writer.

But there are exceptions to the hands-off policy of handling letters to the editor. They are few and I'm sure that many would feel that there should be more exceptions. It would seem obvious that long letters should be shortened. This is such obvious editorial good sense, that even at this simple threshhold, the editor should hesitate. Obviously, no writer can be allowed to ramble on for page after page. And obviously, he will begin to lose his audience in the average situation. And the extreme physical limitations of our paper in its present situation dictate that most long letters be shortened or reduced at least in part. But I feel that letters should not be rejected just because they are too long or that they should be shortened just because they are long. The editor should publish long letters even against his better judgment, because this is part of the spirit of the entire feature which is to be against the editor's better judgment.

Of course, length is not the most serious problem which we face. We intend to encourage brief letters, not only by saying so in a casual way, but because eventually readers recognize that we publish more brief letters and most people recognize that the person with the brief message has the better opportunity of being heard.

The main problem with letters relates to the strength of their expression. Some would call it unbrotherliness. Much of it is name-calling and some of it walks the borderline of libel. How much of this can we and should we endure? Generally, I would feel that the editor should be quite liberal in exposing himself and quite conservative in allowing others to be exposed. I feel that there is no harm in allowing the editor to become a whipping boy because most of the anger is really being directed at other targets as indicated previously. This presents no problem. But it is a problem to know to what extent to protect other people from what may seem to be uncalled-for name-calling and accusations. We have tried to be cautious although I would be the first to recognize that those who would feel that we have not been cautious enough have a valid claim. We have eliminated specific references to a person's moral character. We have tried to protect our writers and other persons in the brotherhood from attacks of a very personal nature. This is an area in which we need to continue to develop a greater sensitivity.

I do feel that the interests of freedom of discussion demand a rather wide latitude of expression. People should be allowed to say some rather radical things in order that they might be exposed both to the person himself and to the brotherhood. For too long, we have repressed our hostilities. A free ventilation of hostility will not in itself rid us of all our hostile feelings, but it may be the beginning of taking us beyond the place where we have only the bitter taste of repressed hostility. People will have fewer negative feelings once they realize that they are accepted as members of the brotherhood whether they have negative feelings or not. So in spite of the fact that we have had much hostility expressed in the letters to the editor, yet I have also felt that we have had openness and acceptance, the kind of acceptance that we could not have experienced unless hostility would not have been expressed first of all.

The nature of the letters to the editor has been such that a question of a disclaimer has often been raised. Many feel that the variety of ideas expressed is so varied and often so contradictory to what they feel is the traditional position of the church that it should be pointed out that writers do not speak for the church. I have generally resisted the use of a disclaimer. As a solution, it is far too simplistic. It is, of course, an elaboration on the obvious. But my major objection is that a disclaimer is basically an intrusion to the feeling of the brotherhood and community that we would want to develop in all areas of the paper and especially here. For a disclaimer immediately infers that persons who need to take recourse to Letters to the Editor to express their points of view are thereby second-class members of the brotherhood. Too many people feel already that writers of letters to the editor are queer, so we do not want to build this wall any higher. I would want to build a community of openness and acceptance and I would hope that we can begin at this point.

Having stated the general principle of being opposed to the disclaimer, I have to now refer to the exception. Beginning in 1968, we began to carry a modified disclaimer, which we hope is really not so much a disclaimer as a statement of philosophy and a setting of the stage. Since this seemed to be a point in which we seemed as a brotherhood to be hung up for the moment, it seemed wiser to make a concession if only for the reason that we could then discuss some other problems.

We would hope that the statement currently in use will be seen as a statement which is in the process of development. We are not completely satisfied with it, but we

hope that it does help to put us further down the road to understanding. The statement is as follows:

> "About our letters. We try to use all letters submitted for publication in order to allow our readers an opportunity to express themselves on a variety of issues. Obviously, no one will agree with every statement. Yet the obligation of membership in the brotherhood is both to give counsel and to receive counsel (Heb. 3:13). Because of the limitations of space, shorter letters will be given preference. Unsigned letters will not be published, though we may withhold names for a valid reason in a rare situation. Letters addressed to the editor and marked "personal" or "not for publication" are also appreciated, and, of course, will not be published. Editor."

A most frequently asked question is, "Do you publish all the letters you receive?" The answer is that we do publish most of the letters submitted for publication. Radio has promoted the myth that anyone engaged in the media receives a large volume of mail. This is probably true as far as certain network television and radio programs may be concerned, but it is certainly not true as far as smaller publications are concerned. However, we do receive a steady influx of mail and I imagine that the volume of mail depends on the extent to which we encourage people to send mail to us. Of course, we never directly solicit letters unless it would be on a special subject. We feel that letters should come voluntarily and should not be written or sent out of a sense of obligation. And we do not feel that letters should necessarily be a test of popular support.

We feel that decision-making in a situation is easier if one follows the course of attempting to publish most of the letters submitted because one does not need to select those letters to be discarded. A few controversial subjects have produced a larger than average inflow of letters. In such cases, letters become repetitive and there is probably no good purpose served by publishing the same ideas over and over again. In one situation, we used the device of publishing only the names of people who submitted letters. I am not sure that this was a good procedure. It would have been better to at least publish a paragraph from each of the letters so that each person would have been allowed to at least say part of his word to the audience. However, no fixed rule can be laid down in advance.

A matter of some delicacy relates to the issue of whether a particular letter has been submitted for publication or is a private statement. It is probably not fair to assume that all letters sent to an editor are intended for publication by the writer. Persons will want to discuss matters relating to the paper and its policies without having that discussion appear in print. The editor also needs the benefit of frank and candid criticism from all those who are concerned with the ministry of the paper. At times, it has been intimated that some people have withheld their criticism because of the fear that inadvertently their statement might appear in print. This, of course, is unfortunate and for this reason we do take pains to indicate that we appreciate personal correspondence and that it is held private and not used for publication. In order that there be no misunderstanding and in order to make our situation easier, we do ask in our regular public notice that persons mark their letters "personal" or "not for publication."

Generally, a letter will bear telltale signs indicating that the letter is intended for publication. Where a letter has no salutation, we have customarily introduced it with the words "to the editor." After we had used this device for a number of months, we began to notice that people submitting letters often used this phrase for their salutation or used another salutation which was commonly used. Then again, we have also placed the writer's address after his signature. In many cases a letter submitted for publication is already prepared that way. These telltale signs indicate that the person in preparing his letter has been conscious that he is writing for publication and has looked at former letters for clues on how to prepare his letter.

Of course, in situations where there is doubt, it is not inappropriate for the editor to write or call the writer to clarify the point.

What about anonymous letters? From time to time, we have received anonymous letters. During recent years, the volume of anonymous letters has dwindled from a very low number per year to almost none per year. We hope that this is a sign of health. We hope that people recognize that it is safe enough in our brotherhood to express themselves that they do not have to hide behind the cloak of anonymity. I believe that the general tradition is that anonymous letters should be discarded. While we have kept a file of anonymous letters for the sake of curiosity, we have studiously ignored them, otherwise. We have not published them and we have not referred to them directly or indirectly in anything which we have written. We do not want to give the writer any assurance that this is an appropriate way of communication and that he will get any kind of satsifaction from such irresponsible efforts.

Related to the matter of the anonymous letter is the signed letter which comes with the request that it be published without the writer's name. We have honored this request on several occasions, but we feel that such a request should be complied with only in rare situations. It should be granted for only the most legitimate and compelling reason. Often the letter written for anonymous publication is a good statement and may even touch on points that the editor would like to see developed. But after one letter has been published unsigned, there are others who would also like to have their letters published unsigned to protect themselves from the pain of exposure and the pain of argumentation and contradiction. Sometimes, writers want to use the unsigned letter as a means of making an attack on a person in their congregation or a person in public life. In other situations, the person may wish to have the luxury of stating his argument, but does not wish to be troubled with hearing the counter arguments. And still there may also be situations of false modesty or even genuine modesty. Believing in personal journalism and a brotherhood church, we would feel that a person should be willing to identify himself with anything that he feels to be worth saying. And he should be willing to accept responsibility for anything he says. We expect our writers to assume the same responsibility and we should expect the same of anyone else in the brotherhood.

One type of letter which we generally have not published has been the threat to cancel a subscription or a request to cancel a subscription. And when such a threat or request appears in the body of a letter discussing other subjects, we have generally omitted this material. In the light of many of the things which have been said above, I have no real defense for this practice. Obviously, a person should be allowed to say what he wishes to say since this is what we are committed to. Perhaps we have been unwilling to exploit this kind of material since this is the

kind of threat that some publishers delight in and on the other hand is the kind of thing which may be engaged in for the sake of the effect which it might produce. I suppose that I am really concerned that if someone sets the example too many other people will feel that this is the thing which they ought to do. I am certainly open to counsel on this particular matter.

While we refrain from answering any of the letters in public, we have assumed the responsibility to both acknowledge and attempt to respond privately to each person who writes a letter. And we have tried to respond privately to each person who writes a letter. And we have tried to respond in something more than a formal acknowledgment. We do this because we feel that the letters to the editor should be the beginning of a dialogue and not the end. We would hope that many of our readers might take the occasion to speak to people who have had their letters published or to write to them either supporting them or offering additional evidence and testimony. If the editor expects this of his readers, he should be willing to do so himself. Even when there are only six or eight letters per week, this can become a time-consuming chore and one will always be in tension as to whether this is the appropriate use of time. But if we want to make our journalism personal, we have to attempt to deal with the personal dimension even if it must be through the impersonal medium of written correspondence. On the other hand, correspondence becomes a dry-run for other writing assignments that the editor needs to fulfill. It gives him an opportunity to collect and organize some of his thinking on the issues that are being raised by his readers.

In summary, the value of the letters rests in their spontaneity and their freedom. We hope that the Letters department is truly a workshop both for the rest of the paper and for the church at large. While it has its limitations, we hope that it is a dialogue in its own right and a training ground for the larger dialogue that needs to go on continuously in the brotherhood. We know that much of the material often starts out as one-way communication. But we hope that the most negative and critical person will begin to sense that he is being accepted and he is being listened to. We feel that the experience with the Letters should set the mood for much of the interchange that goes on in the rest of the paper. If I have gone into extra detail in trying to develop my philosophy about the use of letters, it is because this philosophy is part of the total philosophy of the experience of publishing a paper. In fact, the early journals consisted largely of correspondence. Even our own paper, in its earliest days, intended to be only a collection of letters from the various congregations. If more letters had been written and the letters would have been better, this probably would have been adequate to sustain the church paper. But the writers of letters did not always know what to write about. They were more often responses to duty than spontaneous statements. And the less imaginative began to imitate those with no more imagination and correspondence easily degenerated into a recital of facts and events, often by persons who had no judgment even of what was significant activity in the life of the church. And then also, editors tended to put reliance on more formal approaches to journalism and even here tended probably to imitate less imaginative ventures of editors. I do not feel that the journal can be composed only of letters and material sent in by readers. I believe that there continues to be room for the editor to make his own response and exercise his own creativity. But we would hope that the quality and spontaneity and freedom which has developed in the Letters section would become the hallmark of the rest of the paper. The letters from readers will provide clues for material for the rest of the paper as well as

suggestions of materials to use. Reflection on the letters will also indicate work that needs to be done.

And a final value, Letters provide a kind of witness of the quality of life which can be found in the Christian brotherhood. And that quality is one of freedom and openness and acceptance. We cannot hope to win people by attempting to give them the impression that we are something which we are not. But we would hope that we are reaching people by showing them that we are indeed the body of Christ. As Christ accepted us without consideration for our merits but only because He loved us and we were willing to be accepted by Him, so the brotherhood as the body of Christ is accepting other people not because they are always like us, but because we value them as human beings whom God has loved. Many feel that negative letters should be eliminated from the paper because it gives outsiders and non-Christians a poor impression of the brotherhood. While negative letters do at times give me pain, I feel that in a sense they may also be the part of our evangelistic witness which is most valid. Perhaps not so much depends on the writers of the negative letters but on the writers of letters who respond to them.

Should the scope of the subjects to be commented on in the Letters department be limited? Should we expect writers to comment only on published articles? There may be danger in allowing free range in the selection of subjects for comment. However, I do not feel that one should attempt to restrict the area of discussion. Anything which a person is interested in discussing in the context of the brotherhood, generally, should deserve some attention. At least, he should be given opportunity to make his statement and introduce his concern. If others respond and develop it further, this may well prove that it was a legitimate subject. If the subject is dropped, then it has been the choice of the brotherhood and not the direct choice of the editor. A number of letters are responses to earlier letters. This, of course, is quite appropriate. In certain controversial areas, the dialogue may seem to be reaching a point of diminishing return. And it may also be producing more ill feeling and less promise of productive discussion. So in several situations, I have chosen to cut off the dialogue by announcing that no further letters will be accepted for publication beyond a certain point. This may be the best last word to speak when the appropriate last word seems difficult to find. This is not necessarily a happy solution, but may be a necessary solution in certain situations.

Meditation

Meditation is the name of a devotional page which was instituted late in 1968. The need for a specific devotional department had been under discussion for a number of years. This was said to be a felt need in order to balance out the tone of social concern which seemed to have become a vigorous part of the magazine. On the other hand, it was felt that the devotional dimension was adequately recognized in various and informal ways through occasional editorials, through occasional articles, and sometimes through fiction features which usually dealt with human and personal relationships. Without making a detailed study of coverage, the average reader was under the impression that the devotional dimension was being ignored. While the separation of devotional and personal religion from the total discussion of the Christian faith seems to do an injustice to the better understanding of the Christian witness, yet here was again a situation in which it seemed necessary to find at least a working arrangement so that one could leave the discussion of this

particular issue so that other work might be done and other issues might be dealt with.

On the positive side, it was recognized that a department might be one way of treating areas which might not normally be treated and which might continue to be valid concerns. A devotional department might draw in more personal material and might strengthen the devotional life through this type of emphasis. The devotional page is also a natural for trying out new and inexperienced writers. It offers an opportunity to involve the ministers of the church who are not always included because of the more rigid demands of more formal assignments in reporting and discussion. While the devotional page will not necessarily be limited to treating biblical material, it is a natural vehicle for commenting on various biblical passages and may add a biblical dimension to our paper which might otherwise not always be present. While we would hope that our paper would continue to treat personal problems and personal relationships, we would expect that the devotional page would more often deal with personal problems.

Since we have prepared a guide for the writers who contribute to the devotional page, we will insert this guide at this point as perhaps the best way of characterizing this particular department.

> "The devotional page for The Mennonite is called Meditation. We want to bring the consolation and the healing of the Word of God to the experiences of daily living.
>
> "Writers should feel free to develop their statements as they are led. We are assigning no topics, knowing that from the variety of experiences represented in our brotherhood will come forth the emphases that our people need.
>
> "We are not prescribing any specific form of development. The meditation may be in the form of an essay, but it may also be a dialogue, story, or poem. The development may begin with a life situation and lead to a text from the Bible, but it may be the other way around. We would expect that brief passages from the Bible will be quoted, but there may be situations which do not demand many if any references. (In quoting Scripture, be sure to quote correctly, giving the citation and version followed, which we would prefer to be one of the several versions in common use in our congregations.)
>
> "Suggested texts. Enclosed is a list of Bible passages, one of which may be used for your Meditation, if you desire. (These passages are chosen from the devotional material for our church school lessons for the coming year.) We recognize that some passages could be chosen more than once and others not at all, but we are sure that we will have enough variety that this should be no obstacle, especially if you feel free to choose material not on this list. So, if you find nothing here that moves you to write, feel free to follow as the Spirit leads.
>
> "Writing style. Write to be understood. Don't write to impress. Even the educated person prefers ideas stated simply and clearly because he is in a hurry and under pressure even while reading, just like the rest of us. Most

good writing is rewriting. And read over what you have written several times, sometimes aloud.

"Manuscript. We prefer manuscripts typewritten and double-spaced. Type on only one side of each sheet. Number each page. Leave the top three or four inches of your first page blank except for your name and address in the upper left hand corner. In the upper right hand corner, write: Meditation: The Mennonite.

"Length. This is our most rigid limitation which is fifty-seven lines with an average character count of sixty-eight characters (letters and spaces) per line. Set your typewriter for a line that is 68 spaces wide, and if half the lines are slightly shorter and half slightly longer, that will be about right. If you do not use a typewriter, another way of determining length would be by counting words. The above measure should be equal to about 650 words. (Shorter manuscripts, of course, can be used, but longer manuscripts will need to be cut to fit.)

"Title. We will try to use the title you suggest, though we may make changes to avoid duplication and if we feel we can thereby win the readership of more people for your article.

"Deadline. We hope that you can complete this assignment within thirty days. We will not schedule your manuscript until received in our office and accepted for publication. Time of publication will vary from several weeks to several months depending on the topic, availability of material, and other factors. (We are, for example, guided in selection of material by the emphases of the church year and by the themes being studied in our Christian education programs.)

"Acceptance. We must reserve the right to return manuscripts or ask that they be rewritten if they do not fit our purpose or fail to communicate to our readers.

"Payment. A small payment will be made for each article on the tenth of the month following publication.

"Other assignments. We will try to rotate the assignments for Meditation. Depending on the number of people who express interest in this project, we may contact you in about a year. In the meantime, we would be willing to consider other items such as articles or even editorials. Please feel free to suggest ideas that you would like to develop. And, of course, we are always open to public letters to the editor (and even private letters of counsel)."

It will be noted that we have taken the opportunity of using the assignments for the devotional page to build a relationship with our ministers and also to keep doors open for interchange and interaction with them.

With the writing guide, we have also supplied a list of suggested texts. These texts are taken from the devotional readings suggested for the worship services used in conjunction with the Uniform Bible Lessons. In listing the biblical texts,

we have listed them in their biblical sequence and not according to the chronological sequence in which they are given in the Uniform Bible Lesson Outlines. We have not emphasized the fact that these texts are related to the Sunday school lessons nor have we given any clue as to their chronological sequence in order that a person may be free to select a text on its own merit or even to select other texts. Should a writer select a text from our selected list, we would probably then use his meditation in the issue previous to the Sunday of the lesson associated with that particular text. However, depending on need, we might use a meditation in another week in which we did not have a meditation written for a specific week or if we felt the meditation was more appropriate or was needed at that particular point.

We would also feel that it would be legitimate to use material contributed for meditations as editorials or other features. If used as editorials, this would continue to keep a devotional dimension related to the editorials as well.

In making assignments for the devotional pages during 1968, we canvassed all the active ministers of the General Conference in the United States, asking whether they would care to write or not. Those who expressed an interest in writing then received an assignment to write a meditation. We did not include the Canadian ministers at this point because to do so might have given us too many responses. Canadian ministers were contacted for 1970. Of course, missionaries and teachers should also be solicited for their contributions at this point.

Advertising

The policy of our publisher has been to carry advertising only from within the immediate denominational institution. This has meant largely only bookstore advertising. And this advertising has been carried at no direct cost to the bookstores or the Conference publisher. In recent years, the problem has often been to secure copy for advertising. The editor has taken little initiative in securing advertising copy. We perhaps have made recourse to advertising difficult in that we have encouraged the use of engravings (that is, having the entire advertisement mounted on an engraving), which has meant more work in preparing an advertisement and made it more difficult for persons to prepare such a feature.

We feel that advertising of this nature is an important function of the church paper and perhaps more should be done. In a situation where an editor feels that he is excessively cramped for space it is easy for him to allow advertising to be crowded out when he makes up the paper and therefore hinders him in really aggressively soliciting material. Vigorous advertising of books, of course, should be related to an active program of reviewing books. Here again we have not kept up with our responsibility and perhaps it has made us ambiguous about advertising books but is certainly not an adequate defense.

It is my understanding that the church traditionally has not solicited outside advertising because of the ambiguous relationship which advertising always bears to a journal of opinion. While the implication is not necessarily justified, it has been felt that acceptance of advertising from commercial agencies might imply endorsement of certain products by the church, an endorsement which leaders of the church are unwilling to make, however indirectly.

And in recent years, the presence of advertising in a publication published by a nonprofit organization has a bearing on the postage that needs to be paid if the material is mailed under second-class postal regulations. More than a nominal amount of advertising would mean that we would have to pay a higher rate of postage.

Whether one should accept outside advertising continues to be a problem which may need further discussion especially as one faces the urgent need for additional income.

Contents

The contents column is a multipurpose column which appears as a third column on the inside back page. This department is separated from the rest of the magazine by a different typeface.

The column begins with a brief index to the major articles and departments in the issue. How useful this brief listing really is, especially in the situation of a sixteen-page magazine, is hard to tell. A number of people tell us that they use it and that they would miss it if it were not included. We have dropped the page index on a few occasions when the column was filled with other material or put to another use.

When an article can be identified as relating to a forthcoming Sunday school lesson, we usually star this particular article in this listing to be followed with the footnote identifying the name of the Sunday school lesson and its date.

While we would hope that a cover would be able to stand on its own two feet and convey its own message, a number of people appreciate a verbal crutch or even an elaboration on the meaning of a picture. We have tried to avoid being pedantic in commenting on a cover subject, rather limiting ourselves to a kind of verbal clue or an extension of the theme which the subject seems to be developing.

We have also used the contents column to identify our contributors giving especially their address as well as some identification as to their role in the Christian witness. In the continuing dialogue which we hope the paper is promoting, we hope that readers will take occasional opportunity of the availability of addresses of writers to commend our writers or enter into further discussion with them on topics which have been raised. The practice of providing addresses at this place is also a lifesaver for the editorial office when other devices for preserving addresses seem to have collapsed.

The contents column has also been a place for our photo and art credits. Ideally, we would hope that the addresses of our photographers and artists would also appear in the credits column. Somehow, we have not been as faithful here in recent years as we should have been. We often are in need of addresses and this would be one place to find them.

Again, the contents column gives us an opportunity to identify the paper giving its full address along with its telephone number, indicating that people can write to us and that they may also call us on the telephone. Few people do phone, except for persons in the immediate service area. The addresses of consulting editors have also been supplied in the hope that persons having concerns about the paper and

unwilling to commit themselves to the editor or the staff will perhaps find some congenial or convenient person to communicate their concerns to.

Index

Indexes to each volume of The Mennonite have been published with some exception since 1946. In recent years we have been including these in the last issue of the year which is also the last issue of the volume. This requires some fast footwork, but it seems that if the index is to be of any value at all, it should be in this issue for the convenience of those in libraries that bind our paper by annual volumes.

The annual index does have a limited value since it is used by only a small fraction of the total number of subscribers. It might seem more appropriate to publish the index in a separate and more limited edition which would probably only require several hundred copies. Yet to do this is to make the index almost inaccessible because each person desiring a copy of the index would have to write for it and request it specifically. Therefore, we have tried to keep the index concise and we have tried to confine it to four pages. This has meant the smallest possible type-face with as much condensation as possible.

We have separated the index entries into author entries and subject entries. This has seemed convenient; however, it probably is no different than if it were integrated.

General procedure in developing the index has been for a member of our staff to prepare the entries during the course of the year as there is spare time for this task. The entries are made on slips of paper which are three by five inches. One color is used for the author index and another color for the subject index. We have indexed every article and every news item that is more than approximately one-half column in length. We have not prepared author entries for the writers of letters to the editor. Neither have we indexed items which have appeared in the section called Record.

An important procedure in publishing the index is to be sure that everything has been covered and that the page numbers are correct. The index does come at a period of the year when time is at a premium, but it seems necessary that, after the index is prepared, each entry should be checked with the volume itself and each article marked and its page number verified. After this has been done, it should then be possible to page through the volume and discover whether any articles have been inadvertently missed. In reading proofs on the index, two people should be used to check the proofs against original copy to make sure that no entries have been omitted and that page numbers are correct.

That we have indexes for most of the last two decades has been helpful to many people in their research and has made the magazine more valuable to libraries. But it would be helpful to have a cumulative index covering the more than eight decades of the history of our magazine. Perhaps as we approach our eighty-fifth or ninetieth anniversary, this could be developed as an anniversary present to ourselves with possible financing from one of our foundations or interested persons.

Mailing notices

Since The Mennonite is mailed under second-class postal regulations, it is required

that a second-class mailing notice be included in the magazine within the first five pages. In determining the location of the mailing notice, we have counted the cover as the first page, although some magazines that do not have continuous pagination seem to omit the cover and the inside front cover in their counting. We have usually placed the second-class mailing notice on the fourth page and when this is not appropriate, it has appeared on the fifth page. We have seldom used the mailing notice on the second or third page since we prefer to give maximum emphasis to the first article and the mailing notice is always an intrusive factor. While we cannot cite the appropriate postal regulation at this point, it is our understanding that second-class mailing notice should identify the place of publication as well as the publisher. It should also indicate that second-class postage has been paid and should also include instructions to the postmaster about the return of undelivered copies. We have also taken the opportunity of the mailing notice to identify the character of the paper. The mailing notice has been set in the smallest possible type and has been reduced and mounted as an engraving for convenience in handling and in order to avoid having the type broken up and scattered and put back together in the wrong way.

We have also carried an additional second-class mailing notice on the back page. It is our understanding that this particular notice in this particular place is needed only for our Canadian and foreign mailings. However, in order to avoid errors and to keep the printing process as simple as possible, we have printed the mailing notice on all of our copies. The one irksome factor about the prominence which this particular notice gives to the post office of mailing is that many people assume that this is also the location of our editorial office.

Regional and special editions

For the last several years, we have been publishing three regional editions for three of our district conferences. We have also been publishing a special edition for the Inter-Mennonite Student Services Committee. All of these items have appeared in The Mennonite as inserts with extra copies being mailed to other addresses as pieces independent of The Mennonite.

In order to distinguish these publications from the rest of the magazine, and in order to give them a personality of their own, these special editions have been published on yellow paper.

The material for these editions has been supplied by the responsible districts or committees. Therefore, these special editions have had their own editors. Our office has served only to assist these editors in preparing the copy for the printer, ordering the engravings, preparing the paste-up and reading page proofs. In every situation, final page proofs have been read and approved by the responsible editors.

Since such regional editions are mailed as part of The Mennonite and must qualify for second-class postage, certain conventions must be observed. Indication must be given that the regional edition is a part of the total publication and not a separate publication. This is a subtle distinction and not easy for the average person to grasp even after reading the postal regulations. After consultation with postal authorities at almost all levels, including a consultation with a postal official in Washington, D. C., we have agreed that the word edition should appear on the first page and that the name, The Mennonite, should appear on some of the pages.

The pagination of the regional edition must show some relationship to the pagination of the total publication. If the insert were to appear in all copies of the magazine, this would be a simple matter. If, for example, the insert appeared after page 32, then a four-page insert would be either numbered, 33, 34, 35, and 36; or counted as such in the page count (even though page numbers would not be printed on the insert) and the regular paging after the insert would take up then with page 37. It should be noted that in no situation can an insert (except cards or envelopes for subscriptions for the magazine itself) be placed into a second-class publication between pages 32 and 33. This would indicate immediately that the insert is not a part of the publication and is therefore not mailable at second-class postal rates.

The one exception to the above situation would be that a four-page insert could be numbered 32-A, 32-B, 32-C, and 32-D. This would indicate that the insert is related to the main body of the publication.

In the case of a regional edition which does not appear in every copy of the magazine, the formula in the above paragraph or a variation of it would have to be used. A formula acceptable to the postal authorities has been to number the pages of the regional editions as A-1, A-2, A-3, and etc. Another factor to observe in the handling of regional editions is that they should not carry a separate volume number or edition number that would be different than the volume or edition number of the total publication. Such separate volume numbers or edition numbers would mark the regional edition as a separate publication and would therefore not be mailable under the magazine's second-class permit. Some interpreters of the second-class postal regulations as applied to these regional editions have also indicated some sensitivity to using the term, editor, when specifying the person responsible for the edition. In our interview in Washington, we did attempt to test the person we contacted on this matter; however, he was vague. We have therefore at least given a brief indication that material for the edition should be mailed to a certain person and we have not tried to develop the kind of notices which would give the regional editions the appearance of being a separate publication.

From time to time, we have carried other inserts which have gone to all of our subscribers. A regular feature for many years has been the annual report of the Mennonite Central Committee. This report does not carry any page numbers, but it is counted in as part of the pagination of the total magazine. I have felt that calling this particular feature the Annual Report of the Mennonite Central Committee does give it the appearance of being a separate publication and therefore a borderline case as far as being covered by the second-class permits. However, I have checked this out with our postmaster on one occasion and he could find nothing that would bar this material from inclusion. I have on occasion expressed the wish to the Mennonite Central Committee that the term, annual report, would be subordinated in favor of a more thematic statement which would make the material appear more as a special feature and a part of the magazine.

Resources

I have found the church rich in its resources for the editorial content of the magazine. The field, actually, is the world. The problem is not one of finding enough material to fill up the pages, but the task is rather one of delimiting and selecting material. We do not feel that we have adequately exploited any of the

many resources which are readily available and near at hand. Every person has a story to tell and many people have dozens of stories to tell. Much depends on the skill of the writer or editor to find it. Let me try to suggest some areas that are rich in material.

The church. Since we are a church paper, the church is the immediate focus of our attention. And we are most concerned with the contemporary church, though we cannot and should not ignore the history and traditions of the church which need continual and fresh exploration and interpretation. While the narrow scope of our interest is the Mennonite church, the age in which we live throws us together with Christians of all other traditions. To learn more about ourselves and to learn more about our brothers in Christ is a large task.

We ought to be giving attention to the church in microcosm as well as the church universal. In fact, it may be more the genius of a magazine to deal with the so-called little situations rather than the larger canvas. This means that the study of local congregations and even of groups within a congregation would be in order from time to time.

The editor's reading. Much that comes out in a magazine is material that has gone through the editor's mind. And a lot of material goes through his mind in the process of his reading. The editor's mailbag yields a rather rich harvest of material although it does come with a great deal of chaff. The name of even a small publication appears on many, many mailing lists. And, rightly or wrongly, I have taken the initiative to get our name added to additional mailing lists. If one gets perhaps one good idea or lead from one source each year, it is perhaps worth our time and effort to open the mail from this source.

Of course, the editor should read widely in other magazines, and newspapers, and in books. After reading the material that needs to go into each issue, the editor may not have a great deal of energy for extra reading, yet read he must.

Of course, the magazine itself should tend to generate some material as it serves to stimulate its readers. The readers of a magazine may indeed be its basic resource.

Radio and television. Radio and television cannot be ignored because they are all-pervasive media. They give us clues as to the language of expression and the language of ideas. They let us know what people are thinking about and what are the current issues.

Travel and visitation. Nothing can substitute for face-to-face encounter. The editor needs to visit the people in the churches and people who are doing the work and service of the church. He must travel to the news sources in order to have an orientation of the situations on which he is reporting. Most of his reporting will at best have to be second-handed. He should try to keep it from becoming third-handed and fourth-handed.

Planning. Planning and looking ahead will also tend to generate resources. This means finding people to write and it means finding new ways to develop material. Surveys need to be projected because they produce material that would not otherwise be available. We have projected surveys from time to time on specific issues which

are facing the church and the world. Our quadrennial survey of the political views of our readers during the Presidential election year have, I think, been rewarding. Here is a situation where the readers do indeed write the paper.

Relationships

The substance of life may well be in relationships which we are able to develop, both as individuals and as institutions. The character of the magazine depends much on its relationships.

Staff. A number of individuals now work on the magazine day by day and week by week. All of us have our assignments and areas of responsibility. And often we are so busy within the area of our responsibility that we may not be developing adequate relationships. I have tried to provide for monthly staff meetings, at which time assignments and content of issues for the coming month are reviewed. These staff meetings have been too narrow in scope and should be broadened so that staff relationships might be developed and more contributions made toward the development of the paper and its efficient operation.

Consulting editors. The consulting editors are not a policy-making body but are an advisory group. We have tried to keep them informed of progress and have solicited their counsel. Fuller use could be made of their insights and resources. Periodic reports are sent to them and an annual meeting is held. They render a large service by giving candid response to the work of the magazine.

Church. We have a variety of relationships to the church at all its levels and to its various ministries. While the church magazine must have a certain amount of independence, it should have good relationships with the agencies of the church. Perhaps the magazine should be seen as a brother rather than as a servant and a magazine should see itself in this role as well.

Writers and contributors. Much of the magazine is produced by many people. Many of them do not see themselves as writers since they have other vocations and callings. Yet many of them in the fulfilling of their calling do write. Others, such as the free-lance writer, see themselves in a specific writing role. The editor should develop cordial relationships with his writers, being helpful to them by giving their material good treatment and by encouraging them.

We do receive considerable free-lance material, though we have attempted to gradually draw back from the free-lance market since we get considerable material from within our own constituency. Perhaps because our volume of free-lance material is not large, we have been able to write a personal note of response to all who have submitted manuscripts that we need to reject. We feel that appropriate consideration for the writer means that we should give each writer some clue as to why we have rejected his manuscript and perhaps even some suggestions as to how he might improve his material to make it more useful, if not to us at least to others. Thereby, we hope we are making some small contribution to the cause of the Christian witness even though it may not see immediate results in our own publication.

2. The Production of a Church Paper

Now let's get down to the hard facts of making a magazine move from a heap of scattered papers on an editor's desk to the mailbox and the reader's expectant hand. The hard facts are called details--details small and insignificant, seemingly undeserving of comment. Yet it is only by observing hundreds of details that any magazine is ever published. Therefore, we choose here to comment on the obvious but most necessary task that need doing and attention.

Schedules

The schedule of The Mennonite has developed so that on each day one immediate contribution to the production schedule will be made. For example:

Wednesday - Copy editing of first section
Order engravings

Thursday - Copy editing of second section
News writing and editing

Friday - Prepare short items and write late news.

Monday - Pasteup

Tuesday - Proofreading

The schedule is a loose one. If work has not been completed on the day specified, it can still be done on the following day, either in whole or in part, preferably only in part. And the time allowed for each job is more than adequate to do the job in its entirety if necessary, thus allowing for unforseen problems and unanticipated interruptions.

In practice, we have discovered that life is more benevolent if one can often be one-half day or so ahead of even the loose schedule. Knowing that a job must be completed on the following day, one prepares ahead of time as much as possible. Thus things seem to happen by themselves without the anxiety that erodes one's nerves.

Obviously, one is always working on long range tasks and tasks not directly related to the production schedule.

If a member of the staff travels or is absent from the office, the schedule indicates what has to be done before leaving. Work is either done ahead or provision made for it to be done in one's absence.

Schedule analyzed

The following analysis reproduces the normal schedule followed for one issue. It is given for sake of quick reference. Details relating to various operations are given elsewhere.

Items starred are basic funtions for that day and must be completed on that day or earlier.

The day given is the normal day of the week. Adjustment must be made for holidays when the schedule should be moved back a day or a day and a half for each day of vacation taken by the printer and/or the editorial office.

Before the beginning

Before material starts moving through the schedule, it is assumed that the feature articles will have been chosen for the calendar month and copies given to the art director at the monthly staff meeting (usually about the fifteenth of the month) along with a tentative page schedule. In consultation with the art director, pictures and photographs for illustrations will have been chosen and illustrations will have been assigned. At a minimum, all this should be done on Day 1 minus two--that is, two working days before the beginning of the production schedule indicated by Day 1 below.

	Editor	Assistant
Day 1 Tuesday (Fourteen calendar days before date of issue.)	*Finish editing of feature articles.	*Finish proofreading for previous issue. (See Day 7)
Day 2 Wednesday (Thirteen calendar days before date of issue.)	Write or select editorial. Write and select news articles. Answer letters that will be published and have letters copied.	Style feature articles and other articles for first section. *Order engravings for delivery before Day 5.

	Editor	Assistant
Day 3 Thursday (Twelve calendar days before date of issue.)	*Finish editorial	*Finish styling first section copy.
	12 Noon - Deadline for first section copy.	
(First section is first four pages and last four pages of sixteen-page issue.)		
	News writing Edit articles for next issue.	*Late order for engravings to arrive before Day 5. Style available second section copy. Work on regional editions and non-scheduled items.
Day 4 Friday (Eleven calendar days before date of issue.)	*Finish news writing	*Prepare Record. *Style News and second section copy.
	12 Noon - Deadline for second section copy.	
(Second section is the middle eight pages of sixteen-page issue.)		
	Select and edit articles for future issues.	Work on regional editions. Mail out sample copies of issue finished earlier (being mailed today by printer) to writers and photographers. Make up payment sheet (monthly).
Day 5 Monday (Eight calendar days before date of issue.)	Cut galley proofs to fit layout. Oversee pasteup	*Pasteup first section.
	12 Noon - Deadline for first section pasteup.	
	Layout news section and departments.	*Pasteup second section.
	5:00 P. M. - Deadline for second section pasteup.	

	Editor	Assistant
Day 6 Tuesday (Seven calendar days before date of issue.)	Read page proofs of first section.	*Read page proofs of first section.
	Begin work on next issue.	
	12 Noon - Deadline for first section corrected page proofs.	
	Read page proofs of second section.	*Read page proofs of second section.
	5:00 P. M. - Deadline for second section corrected page proofs.	
Days 7 to 10 Wednesday to Saturday (Six to four calendar days before date of issue.)	Printing and mailing.	

Other schedules

In order to assure that material is available for all departments and regional editions, we annually prepare a schedule sheet for these recurring deadlines. These are as follows:

Staff meeting - Friday, eighteen calendar days before the date of first issue of the following month.

Pacific District Messenger - Thursday, twenty-six calendar days before the date of the first issue of every other month, beginning with February.

Western District News - Thursday, nineteen calendar days before the date of the first issue of each month except July and August.

Central District Reporter - Thursday, twenty-six calendar days before the date of the third issue of each month except July (second issue) and August (no issue).

WMA page - Friday, eighteen calendar days before the date of the second last issue of each month except July, August, and December.

Men's page - Friday, eighteen calendar days before the date of the last issue of each month except July, August, and December.

All these schedules must be advanced if holidays are taken on working days.

Production schedules for regional inserts are as follows:

	Galleys	Page proofs	Corrected Page proofs
Central District Reporter Days before date of issue	20	15	11
Pacific District Messenger Days before date of issue	20	15	11
Western District News Days before date of issue	14	12	11

Editing

The editing task is one of making a written statement as readable as possible. It is a service of love for both reader and writer though not always without pain to the writer.

Leanness. Is a passage fat or is it muscle? Is the writer spinning his wheels talking to himself and telling himself why he is writing or how he feels about writing? Is he making excuses? Is he commenting on the obvious? Is he repeating himself? All this is fatty tissue and, unless one is interested in a scholarly literary analysis, has no place in a magazine published for busy readers. An editor serves both his writer and reader by cutting out the fat.

Direct. Each writer has a right to introduce his subject, but many writers start too far from the beginning. They often want to give a history of the inspiration of the article which may be imbedded in the writer's history. Fascinating as this may be for the student of psychology, one must look for the beginning. Is is not unusual to find the beginning of an article in the second or third paragraph or even on the second page. The editor performs a service by putting the beginning of the article at the beginning.

The lead paragraph should get the reader started. It should be dynamic not static.

Not: The General Conference Mennonite Church held its triennial sessions at Estes Park in July with seven hundred delegates in attendance from the United States, Canada, and South America, and decided to raise a million dollars during the next three years for a Poverty Fund.

Better: Can 55,000 ordinary middle class Mennonites in the United States and Canada do anything about poverty? Delegates at the July Estes Park think so. About one million dollars worth in three years, in fact, is what they want the church to do.

Active. Verbs come in two speeds: active and passive. While passive verbs have their place, try to move the work of an article into the active voice wherever possible. Many writers feel that caution like humility is a virtue and therefore do not wish to appear assertive. This is a false modesty. If a writer is hesitant about stating his faith, he should not be writing in a medium that requires so much commitment.

Not: A decision was made by the delegates to adopt the Poverty Fund.

Better: The delegates adopted the Poverty Fund.

Short. Use short words, common words, and short sentences wherever you have a choice. But balance this principle off with the principle of variety. All short sentences and all short words would be far too choppy and would create a first-grade reader effect. But most prose pieces carry far too many long words and far too many long sentences. So one seldom has to find longer words and combine sentences; just the opposite.

Not: utilize Better: use

Adjectives. Writers know they should enliven their writing and so they look for adjectives. Puffing up a piece with descriptive, alliterative adjectives can even be fun--for the writer. But it also scatters obstacles across the path to the message especially when adjectives call attention to themselves. It would be better to put some energy into using better and clearer verbs than adjectives. If adjectives begin calling attention to themselves, thin their ranks.

One adjective (also used as an adverb) can almost be placed on the forbidden list: very. It is used to strengthen a statement but invariably weakens it.

Not: She cooked a very good dinner.

Absolutely not: She cooked a very, very good dinner.

Best: She cooked a good dinner.

(The dinner was good. Saying it was very good adds nothing.)

Said. Use direct quotations. They add personality to the article, especially when they come from the lips of warm people rather than impersonal books. The writer often faces a problem with the need to repeat the verb said. He notes that some clever writers find many different synonyms for said: stated, revealed, grunted, cried, barked, and thousands more; or they seem to be synonyms. Actually, for most writing and reporting, said has no reasonable or desirable synonym. Why? Because any attempted synonym draws attention away from the direct quote and highlights the self-consciousness of the writer. When giving a quotation, the writer is not an artist but a technician. He is switching a microphone on for someone else to broadcast. A flourish in throwing the switch just threatens to bungle the job. So throw the switch like a good mechanic and say, "He said." The simplest solution may well be the most profound.

There. There is a word that slows down much reading. The word is there. Here, this, and it sometimes fall in this category. They clutter up the scenery while we are trying to figure out what to say. While one would not always rewrite sentences that begin with there, such rewriting usually improves the sentence--if the revision is not more awkward than the original.

Not: There is a word that slows down much reading. The word is there.

Better: One word slows down much reading: there.

Rewriting. Should a piece be rewritten if it cannot be improved by minor revisions? Ideally, if the piece deserves rewriting, it should be rewritten. Time does not often allow the editor with a small staff to rewrite an article and often he cannot afford to hire a writer to do the job, for rewriting is a writing job. So the editor faces the question of either using the piece with some minor revision (though still unsatisfactory) or not using it at all. These are decisions that no editor can escape.

But articles will come that need to be used if only for the sake of the by-line, and they must be rewritten. This is a valid though not regular editorial task, more difficult than creating an original piece for one needs to use the bricks and stones given to him in the original building, dismantle it, scrape out the old mortar and put the pieces together logically and esthetically. This is often a thankless and painful job--though the original writer himself may as often be pleased with the result as disappointed.

All good writing is rewriting. But the writers that contribute to our paper are too busy to rewrite their material. If they did a second draft, they might make many of the same changes that the editor makes--or ought to make. Therefore, good editing only extends the writing task.

How much editing? An editor may edit a manuscript without making a single mark. Again, he may put his pencil on every sentence. This may be an index of the skill of the writer. It may also be the measure of the editor's skill. An editor should not make changes in an article just to feel he is doing his job. No idea put into words cannot be put into other words. Every editor knows this. So if he rewrites a sentence, he must be sure that he has made a real improvement. The principles mentioned above are so elementary that an editor will seldom go wrong in applying them.

On the other hand, the editor should have respect for the color and character brought to an article by a writer. Just because the editor would choose different words and exercise a different style doesn't mean that the statement is not valid.

The test is readability and clarity.

Consultation with writer. Editing serves the needs of the readers first, if only because there are more of them--we hope. But the feelings of the writer need to be considered, too, especially if he is not a professional writer and has written out his ideas not for profit but as an accommodation to the ministry of the magazine. Consideration for his feelings demands that when major changes have been made in his writing, the revised manuscript should be shared with him for his information and implied approval. (Implied, because the press of schedule may not always allow one to wait for a written response.) If given an opportunity to respond before publication, most writers will have few questions or little by way of complaint. Most will appreciate changes because after seeing them, they will feel that they would have said it in much the same way had they taken the time to work through the article once more. Others may insist that their way is better and in this case it is usually best for the editor to acquiesce though he may not be convinced. (Giving in to an adamant writer makes up for the writers who are overawed by the editor's office and give in when they should protest.)

In consulting a writer, I have sent him a carbon of his manuscript as we revised it along with a reply envelope for his response should he care to make one. He is told he need not return the manuscript since we have other copies and would not usually hold up production to hear from him. He is only told that he must respond soon if he wants to have changes made. His original manuscript is not returned, partly because we need it for reference, but largely so that he will read the revision as a unit and not be detracted by seeing the minor changes made which could lead to endless quibbling--should a writer be so disposed, though few are. Better that he should see the article as a totality in its revised form. A good job of editing should have been done so unobtrusively that even the writer himself is not jolted by or even aware of the changes. If the editor can keep peace with this critical audience of one, he is learning.

Cover sheet. After each article has been edited, we have found it convenient to prepare a cover sheet or sheets for each manuscript. The cover sheet is like a title page and is basically for internal use in the editorial office. It is not sent to the printer. It carries information and instructions relating to the article that need to be referred to occasionally during the editorial process. The cover sheet contains:

Date of issue to which article is assigned
Title and subtitles of the article
By-line
Identification of author
Additional credits such as copyright notice if applicable
Index entry or entries for use at end of years
Number of characters and estimated column lines (supplied by typist)
Payment fee
Instructions on payment or mailing of sample copies of finished article.
Suggested quotations and cutlines (selected by the editor while editing the article because it is the one time he is most deeply immersed in the article).

Writing titles and headlines. These are the editor's responsibility. A title may have been suggested by the writer and first consideration should be given to it. But the title must sell the article to the reader and if the given title does not do so, then a better title must be found. Of course, the title should not oversell the article because the editor needs to develop a bond of trust with his readers.

Ordinarily, titles will be short and uncomplicated. We try to keep most titles down to thirty or forty characters.

Major news headlines have usually been set in one line in handset type called Univers. Size of type and number of columns will dictate the length of line or length of line will delimit the size of type that can be used.

Secondary news articles have headlines that are set in Futura boldface mixed, 14 point. This limits us to twenty-six characters per line for a one-column headline. We have evolved in this situation two or even three line headlines. Generally, we have tried to put a complete idea in each line, so if the article has two lines, the reader will gain two facts by reading the headline.

Copyfitting

In order to copyfit a manuscript, reduce the words in a typewritten manuscript to characters.

Formula:
average characters per line x number of lines = total characters (or spaces)

To determine average characters per line:

Take a typical manuscript page, such as the second last page; place a ruler on the page, move toward right margin; move to right until only slightly more than one half of the full lines show to the right of the ruler;

Example: If the page has 25 lines, but only 20 are full lines, then about 11 or 12 lines should be exposed to the right of the ruler. If moving the ruler one space further right leaves less than 10 lines, then move one space left. Always settle for the higher number of lines.

mark this space lightly with a pencil on several lines;
count the characters in the average line;

Example: The characters (and spaces) can be counted by hand (or finger), of course. It is faster to use a ruler or pica stick. Measure an inch of the line: if the line has 12 spaces per inch (thus two characters per pica), just measure the length of the line in picas and multiply by 2. (If the line is 35½ picas, then 35½ x 2 = 71 characters long.) If the typewriter has 10 or 11 spaces per inch, then measure the line to the closest inch, multiply by 10 or 11 and add or subtract the spaces in the fractional inch. Some modern typewriters have proportional spacing, which means that the spaces per inch depend on the letters struck. The most commonly used proportional space typewriter averages 13 1/3 characters per inch. If in doubt, type out ten lines from the manuscript on a regular typewriter, line for line, and make a reading as per the instructions above.

To determine the number of lines in a manuscript:

count the lines on each page and total;

Shortcut. Most typewriters produce six lines per vertical inch, or one line per pica. On a double-spaced manuscript measure the height of the lines in picas and divide by two. (Place the 2-pica mark under the first line, so that the last line comes on an even number.) If the page has uneven spacing--such as triple spacing between paragraphs or some single-spaced and double-spaced lines, this system, of course, is not accurate.

count all lines--short and long;

count each subhead as one line.

After multiplying the average characters per line by the number of lines, enter the total characters in the manuscript on the cover sheet of the manuscript or first page.

To determine the number of column lines that the manuscript will produce when set into type, divide total characters in the manuscript by the character count per line of type.

Formula:
total manuscript characters ÷ character count per line of type = number of lines of type.

> Example: Presently, the character count for the most common type used (Times Roman, 9 point) is 35 characters per line of type. Divide the total manuscript characters by 35. Enter the result on the cover sheet or first page of the article.

To determine the number of columns, divide the number of lines of type by the number of lines in a column of type.

> Example: Presently, the column most commonly used is one with 57 ten-point lines. Divide the total number of column lines by 57, and enter the result on the cover sheet or first page of the article, as well as remainder.
>
> Thus, if the manuscript has been reduced to 200 lines, divide 200 by 57, this will give 3 columns with a remainder of 29 lines. Write 3/29.

Since this process of copyfitting will require frequent long division by 35 and 57, it is helpful to have these multiplication tables near by.

35 x 1 = 35	57 x 1 = 57
x 2 = 70	x 2 = 114
x 3 = 105	x 3 = 171
x 4 = 140	x 4 = 224
x 5 = 175	x 5 = 285
x 6 = 210	x 6 = 342
x 7 = 245	x 7 = 399
x 8 = 280	x 8 = 456
x 9 = 315	x 9 = 513
	x 10 = 570
	x 11 = 627
	x 12 = 684
	x 13 = 741

Sizing Pictures

Visual material has to be transferred to a photo-engraving or line etching for printing by letterpress. Engravings and etchings can be ordered for almost any size.

If one is only concerned about one dimension and not the other, fill out the desired dimension and mark the second dimension by proportion and the engraver will do the rest.

Examples: If a photograph needs to be reduced or enlarged so that it will fit a 13 pica wide column, just mark it: 13 picas x proportion.

Or if the photograph needs to fit into a certain vertical height of say 20 picas and width is not important, then mark the engraving: Proportion x 20 picas.

Note: Printing dimensions are always written as width by height.

However, most often a layout needs to be prepared before the engraving is returned and one needs to know both dimensions of an engraving or one needs to crop a photo to make it fit an appropriate space. Therefore a proportion rule of some type needs to be used.

The diagonal diagram. This is a do-it-yourself diagram as shown on the next page.

Draw a base line and a perpendicular line to the left of the base line;

Mark the width and height of your photograph on these lines and fill in the other two sides.

Example: Your photograph is 30 picas wide by 18 picas high. Fill in the form of your photograph on the diagram.

Draw a diagonal from the lower left hand corner, extending it beyond the frame of the original picture if the picture is being enlarged.

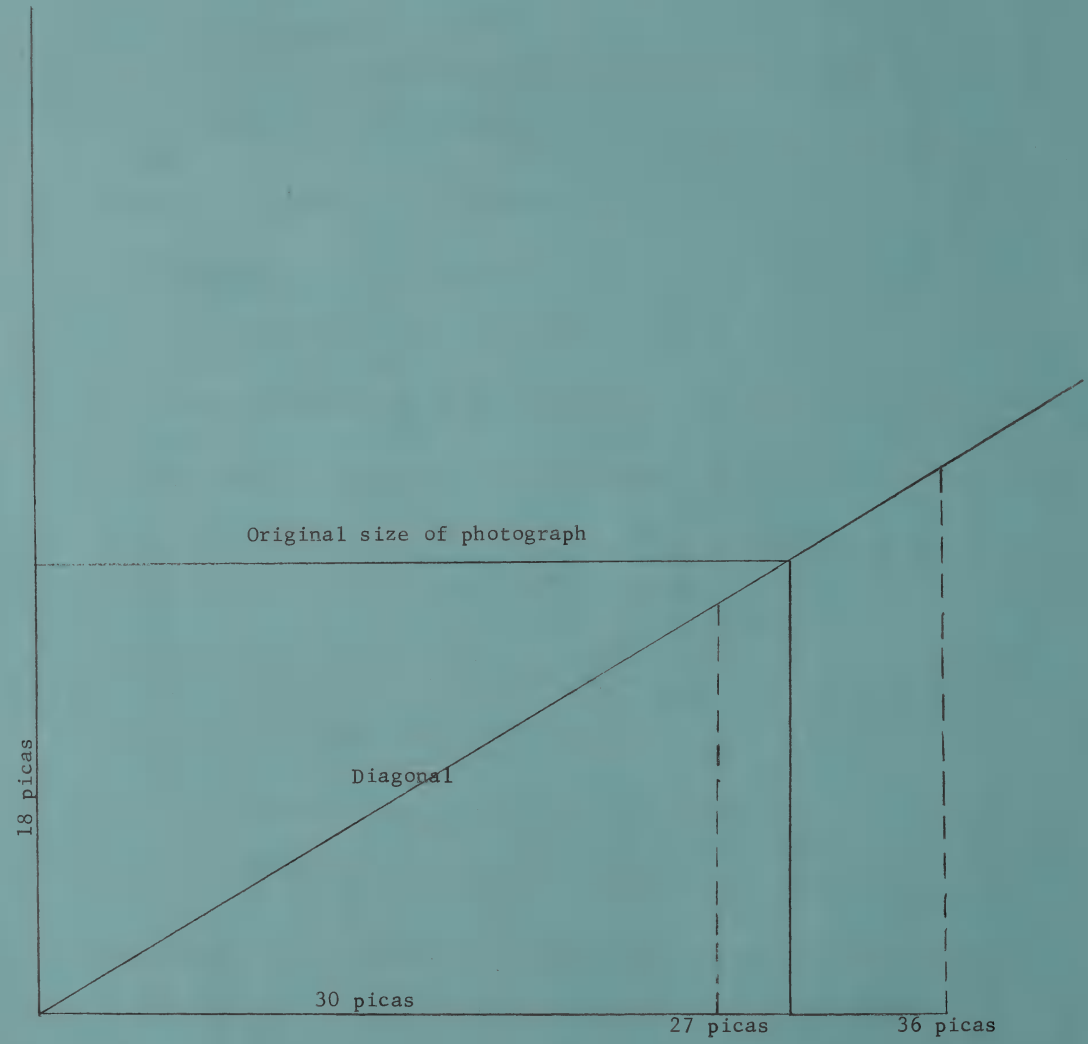
Mark the desired width on the base line and draw a perpendicular line to meet the diagonal line. This will give you the height of the engraving by measuring the perpendicular line.

Example: If the photograph is to be reduced to 27 picas wide, mark this dimension and draw a perpendicular line from that point to the diagonal. Measure the perpendicular line and you discover that the height of the reduced picture will be 16 picas. Order your engraving 27 picas by 16 and note this on your layout or record for reference in making your layout.

Example: If the photograph is to be enlarged, say to 36 picas wide, follow the same procedure as above, except that the dimension is found on the base line beyond the original dimensions of the photograph. Measure the perpendicular to discover that the height of the enlarged photograph will be 21½ picas. Order your engraving for 36 picas x 21½ picas.

The same procedure can be followed when the height is given and the width is unknown except that one works from the perpendicular base line and extends a horizontal dotted line to the diagonal.

The proportion slide rule. This slide rule is available in most print shops and editorial offices. Dimensions on the rule are given in both inches and picas. It makes no difference which scale is followed. And the results will be the same as if one used the diagonal diagram, except that it should be faster.


Original size of photograph
18 picas
Diagonal
30 picas
27 picas
36 picas

If using the pica scale, either of the two lines can serve as height and either line as width. But all height readings need to be from the same line and all width readings on the same line. In order not to be confused, write the original dimensions on a piece of paper, and write all readings below the original in the same order--since one may take several readings.

Example: If the original dimensions of the photograph are 30 picas wide by 18, write 30 x 18 on a piece of paper, make the lower line on the scale the height line and place the hair line on 18, move the slide scale so that 30 is above 18, if one wants to reduce 30 to 27,

w x h

30 x 18

write 27 under 30

27 x

move the hairline from 30 to 27 (on the same line)
read the scale below 27, it will be 16
write 16 below 18 so you will have

27 x 16

if one wants to enlarge the height from 18 to 21½
write 21½ under 16 (or 18)

x 21½

move the hairline from 18 on the lower line to 21½
read the scale above 21½; it will be 36;
write 36 below 30 so you will have

36 x 21½

One can continue taking readings in any direction and on any line depending on what is desired.

The proportion slide rule can also be used to determine how much to crop a photograph to fit a space that is a different proportion than the original photograph.

Example: If the original dimensions of a photograph are 20 picas wide by 15 picas high and this needs to be fitted into a space 12 picas wide by 16 picas high, by lining up these latter dimensions on the proportion scale, pictures of the same proportion having just one of the dimensions of our original 20 by 15 picture, would be either 20 picas wide by 26½ picas high or 11¼ picas wide by 15 picas high. Since one can't stretch the picture from 15 high to 26½ high, the only possible proportion is one that allows for reducing--reducing from 20 picas wide to 11¼ wide which means cutting 8 3/4 from both sides. One needs to decide whether a picture can be cropped in this way and still serve a valid purpose as illustration. Many pictures can easily be cropped without damage. Other cannot.

If one can crop both dimensions, then one can work from the most critical dimension. If it would be possible to crop 3 picas from the height, then one could possibly crop the picture to 9 by 12, which would mean enlarging it to fit the given 12 by 16 space.

Proportion scale wheel. Also available is the proportion scale in the form of the wheel or circular guage. The proportion wheel can be used in the same manner as the proportion slide rule. The wheel has the added feature that it can

calculate the percentage of reduction or enlargement which is an alternate way of ordering engravings (since this is the medium of calculation used by the engraver). The proportion scale is also helpful when type is being reduced or enlarged photographically so that one can determine what the new size of type will be.

> Example: If 9 point type appears on material that is being reduced 67 percent, then the proportion scale will show that the type in the reduction will be about the equivalent of 6 point type.

To find proportional new sizes in the proportion wheel, line up both present dimensions on inner and outer scales, one above the other. The new dimension will line up automatically in the same relative positions; to the left for reductions, to the right for enlargements.

To find percent of enlargement or reduction, line up one dimension of the present size on inside scale under new size (of the same dimension) on the outside scale. Percentage will appear in window.

Specifying type

Some type specimen books have entries that indicate the relative size of the type. This is sometimes expressed in characters per pica or in a key letter.

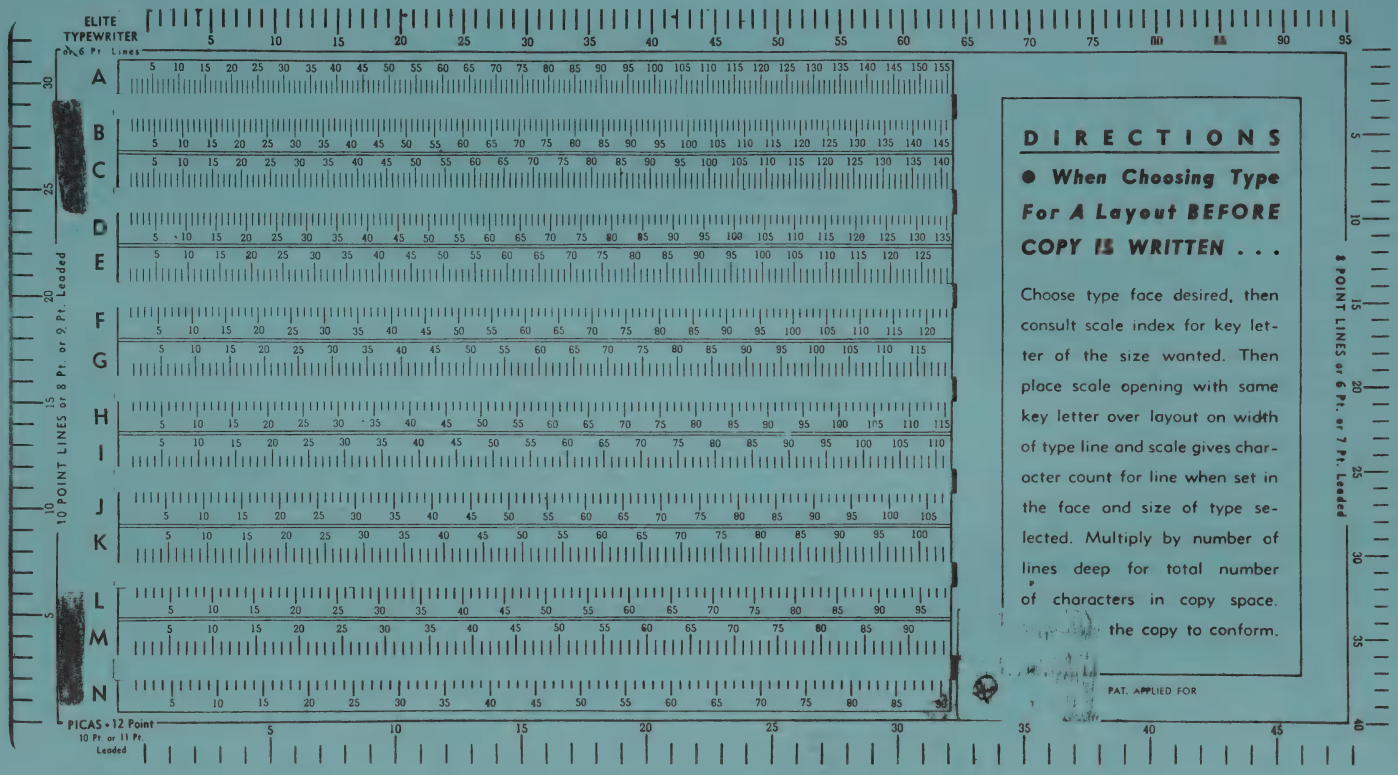
> If the size of type is given in characters per pica, then to find the total characters for a given line, multiply the pica width of the line by the picas per character.
>
> If one desires to know how wide a line must be to carry a given number of characters, divide the characters by the picas per character and this will indicate the needed width of a line in picas.

If the key letter for a given type is available, then the following computation can be made using a compatible copyfitting guide. (One side of such a guide is reproduced on the facing page.)

The key letters for the most frequently used body types are as follows.

> Times Roman, 8 point - K
> Times Roman, 9 point - M
> Times Roman, 10 point - N
> Times Roman, 11 point - P
>
> Example: If Times Roman 9 is to be used on a column 27 picas wide, the key letter is M. Lay a pica ruler on the M line and the number on the scale opposite the 27 pica mark is the number of characters of Times Roman 9 point on a 27 pica line which is 77.

To find out how long a line is needed for a given number of characters, reverse the process.


ELITE TYPEWRITER
6 Pt Lines
A
B
C
D
E
F
G
H
I
J
K
L
M
N
10 POINT LINES or 8 Pt. or 9 Pt. Leaded
8 POINT LINES or 6 Pt. or 7 Pt. Leaded
PICAS • 12 Point
10 Pt. or 11 Pt. Leaded
DIRECTIONS
● When Choosing Type For A Layout BEFORE COPY IS WRITTEN . . .
Choose type face desired, then consult scale index for key letter of the size wanted. Then place scale opening with same key letter over layout on width of type line and scale gives character count for line when set in the face and size of type selected. Multiply by number of lines deep for total number of characters in copy space. the copy to conform.
PAT. APPLIED FOR

Univers

36 point 0.68 characters per pica

Agents of God's Love

13 pica column=8.8 27 pica column=18.4 41 pica column=28.0

30 point 0.74 characters per pica

Revolutionary action in evangelism

13 pica column=9.4 27 pica column=20.0 41 pica column=30.3

24 point 1.0 characters per pica

Handles for learning found in life experiences

13 pica column=13 27 pica column=27 41 pica column=41

18 point 1.6 characters per pica

We know that the vast majority of the Vietnamese are tired, deathly

13 pica column=20.8 27 pica column=43.2 41 pica column=65.6

Example: If one wants to set up a column that will take at least 50 characters, possibly in Times Roman, 10 point, the key letter is N. Find 50 on the N scale and measure its length which will be 18½ picas.

Handset headlines. To determine the length of line for a specific headline or to determine the maximum number of characters for a given length of line, the following information is given for the three most common headline widths and the four most commonly used sizes of type in Univers.

	Characters per column		
	13 pica col.	27 pica col.	41 pica col.
Univers, 36 pt. 0.68 characters per pica	8.8	18.4	28.0
Univers, 30 pt. 0.74 characters per pica	9.4	20.0	30.3
Univers, 24 pt. 1.0 character per pica	13.0	27.0	41.0
Univers, 18 pt. 1.6 character per pica	20.8	43.2	65.6

Styling

Styling is a continuation of the editing process. The stylist ought to catch what the editor misses, of course. (It is most embarrassing to have the typesetter catch what both the editor and stylist miss.)

Generally, styling deals with the minor points of expression, such as spelling, capitalization, punctuation, grammatical construction.

The most common points of style have been covered in the Manual of Style published by the Mennonite publishers. We try to keep our deviations from this manual down to a minimum, because we recognize that consistency of style among Mennonite publishers is desirable both for the sake of our readers and for our staffs.

Punctuation. Our preference is to use punctuation rather than omit it. We prefer to use commas for front-shifted phrases.

Example: In the United States, extremists have often been a noisy minority.

To print this without a comma is to cause the reader momentary confusion. He must read the whole sentence to discover whether in refers to "United States extremists" or just to the United States.

Parentheses are often used when brackets should be used. Brackets are used for the comments of the editor (meant to be identified as such) when inserted in a manuscript and for the comments of the writer when inserted into a quotation he is citing.

Capitalization. Our present practice in writing titles and headlines is to use lower case except for the first word in the line and for proper nouns and adjectives. But in citing our own titles, follow the traditional pattern capitalizing the major words as per rule 20 in the chapter on capitalization in our Manual of Style.

Numbers. Numbers below 100 are spelled out and numbers of 100 or more may be written in figures. Round numbers that can be spelled out briefly may be spelled out.

Sex. Use neuter pronouns (not feminine) to refer to nonsexual entities such as the church, the nation, ships.

Pasting up

Copy is set in galleys. The galleys are pasted on a dummy so that the printer will know how we wish to have our copy arranged.

Feature articles are laid out by our art director who prepares a dummy and sketches in on each page the position of each illustration and each column of type.

When engravings are received, a proof of each engraving is trimmed to size and pasted on the page indicated.

The same is done with the galley proof of the text which has been received from the printer. If the copy has more lines than allowed in the layout, then the copy needs to be cut either by the editor or person charged with that responsibility.

If the copy is too short, adjustments may need to be made in the layout or extra copy supplied. If only several lines are needed, subtitles may be written into the copy if this seems appropriate. Another solution is to leave the space blank at the end of the column.

If a larger number of lines are needed, a poem or short article may be inserted. (Poems are usually set in type one point size or more larger than regular body type.)

In the layout of the news section and other departments, we have followed a stylized pattern. This may be adjusted over the years, but the general pattern now being followed will be described. The layout for these pages is usually not planned in advance but developed after copy has been set.

Columns are 48 picas high, the equivalent of 57 ten-point lines.

Titles will usually be placed at the tops of these columns as far as possible.

Titles for short articles will be set one-column wide (usually 14 Futura boldface mixed). Such titles may run to two or three lines.

Titles for longer articles may be set across two columns or three columns.

Copy check sheet

Before sending copy to printer, the following items should have been completed.

-- Copy read for accuracy of fact, spelling, punctuation.

-- Scripture quotations checked against original.

-- Other quotations verified as best as possible.

-- Type size and measure marked on each page.

-- Cutlines and quotations specified on separate sheet by:

    Type size
    Measure
    Width of slug
    Flush left or flush right

-- All contributors identified with addresses, including sources of visual material as far as possible.

Brief remainders may be placed at the bottom of the following column, provided the following column is on the same page, and separated from the copy above by a hair line. This procedure, however, should be used with restraint.

Shorter articles can be used to fill out a column left partially vacant by another article.

In the news section, adjoining articles need not be related, but consideration should be given to grouping articles that have some relationship such as overseas news, national news, local church news.

Each spread (set of facing pages) should have some visual piece--photograph, cartoon, map, chart, symbol--if it does not intrude on the spirit of the content of the pages. Generally, cartoons should be used in departments or toward the end of the news section. Visual resources should not be overused on any particular spread. One visual piece would generally be adequate, although pieces of different style might be used to good advantage. Generally, large pictures should be used rather than small pictures--and one large one in preference to several small ones.

Proof reading

Proof reading is an important task because correct copy defends on the skill of the reader to locate all possible errors--typographical, grammatical, and logical.

Good proofreading begins with careful copyediting. If copy has been edited and marked carefully, fewer errors will appear on the final proof. The editing job ends with the reading of page proofs but it certainly does not begin with the proofs. How often persons in an editorial office are tempted to say about a piece of copy, "Let's send it to the printer. If there are any mistakes, we can catch them in the proofs."

But if you don't have time at the copyediting stage to do a good job, you will probably not do a good job later on. You may not be able to verify a correction made on a proof sent to the printer at the press deadline, but a correction made in the manuscript can be verified in the proof.

Therefore, get it right the first time the copy goes to the printer and the proofs will not be a headache. Because of the short production schedule on our magazine, we do not read galley proofs in the editorial office, though they are read by the printer. Galley proofs are used by us only for pasteup.

Working from the pasteup, the printer following our pasteup arranges type and engravings as they will appear on each page and provides us with two copies of the page proofs. One copy is read by the editor and one copy by the editorial assistant. The printer's proofreader also reads the page proofs and gives us her corrections by telephone. These are recorded on the editorial assistant's page proofs as well as any corrections which appear on the editor's proof. The editorial assistant's page proofs are sent to the printer, the editor's copy is kept in the office for future reference.

Pasteup check sheet

Before submitting pasteup, the following items should have been completed:

-- All galleys and photo proofs firmly fixed to dummy.

-- All handset headlines specified

-- All deletions in copy circled in red.

-- All galleys of one item pasted in proper sequence.

-- All portrait photos identified with name written on face and compared with original photo or engraving proof.

-- All engravings called for in pasteup are available and either in printer's shop or ready to accompany pasteup, or otherwise explained.

-- All widows at top or bottom of columns avoided as far as possible.

-- Mailing notices in proper position, page 4 and back page.

-- Proper banner on front cover.

-- Spacing marked around headlines.

Proofreading is an eye and mind operation. The eye must find the letters that have been interchanged and the words that have been misspelled. But even though the words themselves are correct, is the idea logical? The idea should have been tested in editing, but it needs to be tested again in proofreading.

Proofreading cannot be done in a state of tension or straining. But proofreading requires concentration. If a reader finds his thoughts wandering, his job would be better done if he would stop reading for a few moments, think through his thoughts, and then return to his reading.

The reader should not feel pushed by time. He should allow himself enough time to read his proofs once, possibly twice, with enough time leftover to be able to sit back and inspect the pages casually for five or ten minutes.

The use of a plain ruler or straightedge as a reading guide may be helpful to the reader as a regular practice or as a change of pace in reading. It may especially be helpful where it is difficult to concentrate on the copy. The ruler will help the reader see only one line at a time and keep the eye from running ahead to the next line and thus missing possible errors in the line being read. (Don't use a ruler with numbers and other written matter prominently exposed as this will only be confusing.)

The proofreading marks are given in the back of most standard dictionaries and in manuals of style. (See Manual of Style, Christian Press et al, 1966, page 19-20.)

Seeing is a matter of practice. You do not see transposed letters naturally since the eye may actually correct them for you. But the eye can be trained to leave such errors uncorrected so that the hand can mark them.

Things to watch for:

Quotation marks: When you see an open quote, look for the close quote or be alert for it. Also, be sure quotation marks are pointed toward the copy.

Commas: When a comma begins a parenthetical phrase, do not relax till you see the second comma closing off the parenthetical phrase.

Comma: When a sentence starts with a prepositional or adverbial phrase, look for the comma before the subject.

Comma: Do not let a single comma stand between a subject and its verb. (Two commas, yes, around a parenthetical phrase, but not one comma.)

Courtesy copies

After an issue has been published, two courtesy copies should be sent to each contributor of an article, story, or poem, as well as to each artist and photographer acknowledged in our credits. This does not usually apply to writers of letters to the editor.

Pageproof check list

Before releasing page proofs, the following items should have been completed:

-- Copy read and all errors clearly marked and corrected.

-- Pageproofs checked with pasteup to assure proper positioning and spacing.

-- All headlines and cutlines read separately and apart from reading of body copy.

-- Page numbers and datelines read separately from reading of body copy.

-- Mark engravings that bleed or have special alignments.

-- Mailing notice in proper place, fourth page and back page.

-- Department heads at proper places.

-- All corrections clearly marked so they can be understood without effort and research by the printer.

Payment

Payment for articles, editorials, stories, and poems is made monthly by our business office, Faith and Life Press on the tenth of the following month.

After the publication of the last issue for the month, the editorial assistant will prepare a payment sheet for the month for approval by the editor. The payment sheet will be made up as a memorandum addressed to the bookkeeper of Faith and Life Press and will list the name and address of each writer, the title of his article, date of issue and suggested payment.

Rates. After October 1, 1970, the rates for written material will be one to two cents per word. Rate for poetry will be twenty-five cents per line with a one dollar minimum.

When calculating the suggested payment, the calculation should be made at the one-cent rate. The editor will increase the amount based on an evaluation of the effectiveness of the article.

The following standard rates will be effective:

editorials, $10.00
meditations, 5.00

The following factors can be used to calculate words per line:

Times Roman, 9 point, 13 picas wide	6.3 words per line
Times Roman, 9 point, 24 picas wide	11.4 words per line
Times Roman, 9 point, 27 picas wide	12.3 words per line
Times Roman, 10 point, 16 picas wide	6.4 words per line
Times Roman, 11 point, 23 picas wide	10.2 words per line

Applying these factors to the most common type measure which is Times Roman, 9 point, 13 picas wide, when columns contain 57 lines, the number of words per column would be:

1 column = 360 words
2 columns = 720 words
3 columns = 1080 words
4 columns = 1440 words
5 columns = 1800 words
6 columns = 2160 words
7 columns = 2520 words
8 columns = 2880 words
9 columns = 3240 words
10 columns = 3600 words

Payment code

To aid the bookkeeper in classifying our expenses, the following codes should be

used to designate the character of expenses being presented for payment.

310 means Periodical cost of sales
.1 means The Mennonite
.01 to .13 designate the category of periodical expense which are as follows:

.01 Salaries and professional services
.02 Pension and social security
.03 Writers and articles
.04 Rent
.05 Supplies
.06 Postage (editorial office)
.07 Telephone
.08 Dues, subscriptions, and books
.09 Travel
.10 Cuts and engravings
.11 Printing
.12 Mailing
.13 Photos and illustrations

Thus all our expenses will be marked 310.1 plus the category of expense. For example, requests for payment of writers will be marked 310.1.03; photograph payments, 310.1.13.

Most orders for payments can be passed on to the bookkeeper with a route slip carrying the account number and the editor's initials.

It has been found helpful to keep a log in the editorial office of bills which have been ordered and paid since a second bill may be presented before the business office has acted on the first request.

When a request for payment needs to be made for which there is no bill or statement, request for payment forms are available.

Specifications

The following specifications are assembled here for easy reference.

Trim size: 7 5/8 by 10 7/8 inches.

Press sheet size: 16½ by 22½ inches.

Pages: 16 (minimum)

Cover: self-cover

Printing process: letterpress
special supplements by offset

Stock: Consolidated Dull Coat, substance 50 pound book paper, white
For regional editions: Carlton Duplicator, basis 20, buff

Body type: Times Roman, 9 point with one point leading
Usual copy measure: Times Roman 9-10-13
Editorial page: Times Roman 10-12-16, right margin unjustified
Meditation: Times Roman 9-10-24, right margin unjustified
Contents: Futura lite 8-8-12

Headlines: Univers 36, 30, 24, 18 (handset)
(Roman designated as 55, e.g., 18 Univers 55.)
(Italic designated as 56, e.g., 24 Univers 56.)
Futura bold, 14 point (machineset)

Cutlines: Times Roman 8, 9, 10, 11.

Department lines: Outline Gothic

Page layout: Height of columns: 48 picas or 57 ten-point lines
Height of page frame: 55 picas
Width of page frame: 41 picas
Width of one column: 13 picas
Width of gutter: 1 pica

Engravings: 110 line halftone
100 line halftone (for regional editions)

Engraving dimensions: Width of one column: 13 picas
Width of two columns with gutter: 27 picas
Width of three columns with two gutters: 41 picas
Width of one-column engraving to bleed: 16½ picas
Width of two-column engraving to bleed: 30½ picas
Width of three-column engraving to bleed on one side: 44½ picas
Width of engraving to bleed full width of page: 47½ picas

Character counts: Times Roman 9-10-13, one line: 35
Times Roman 9-10-13, one column (57 lines): 1995
Times Roman 9-10-13, one page (3 columns): 5985

Character counts: Times Roman 9-10-24, one line: 67
Times Roman 9-10-24, one page (57 lines): 3819

Times Roman 10-12-16, one line: 42
Times Roman 10-12-16, one column (52 lines): 2184
Times Roman 10-12-16, two columns (104 lines): 4368

Meditation: 3819
Editorial: 4368

Univers 18: 1.6 characters per pica
Univers 24: 1.0 characters per pica
Univers 30: 0.74 characters per pica
Univers 36: 0.068 characters per pica

Typeface key letters: Times 8 - K
Times 9 - M
Times 10 - N
Times 11 - P

Complimentary subscriptions

A number of subscriptions are made available to a variety of individuals and groups on a non-subscription basis. In some cases, we receive something in return such as in the case of exchange subscriptions where we receive the publications of another publisher in return for ours. Thus we use our publication to buy other publications.

In other situations, subscriptions are made available on a complimentary basis to people or institutions in order to assist them in their work or to solicit their interest and support. This would include church leaders, missionaries, ministers, church institutions, schools, and libraries.

We want all ministers of General Conference churches to receive our church paper. Our subscription list should be checked occasionally to see that they are receiving it. If not, provision should be made for them to receive it. We have made a special effort to see that our ministers in Canada receive our paper.

Seminary students (G. C.) and seminary faculty should also receive our paper. Among faculty members, we would want to include members of the Associated Mennonite Biblical Seminaries faculties.

Over a long period of years, our paper has been sent to a number of libraries (mostly theological schools) on a complimentary basis. As new libraries have applied for subscriptions, we have tried to put them on a paying basis. This has left us with a mixed system and perhaps this can be cleared up sometime. (We have on one occasion solicited seminary libraries for subscriptions and this should be repeated periodically.)

The code used for complimentary subscriptions and the number made available during recent years is given in the following chart.

	'63	'64	'65	'67	'68	'69	'70
001 - Printers and engravers	1	1	1			1	1
002 - Clipping services	2	2	2	1	1	2	1
003 - Bookstores	2	2	2	3	3	3	3
004 - Press services	6	8	7	7	8	10	11
005 - Consulting editors and contributors		1	2	2	2	2	1
010 - Daily and weekly publications	13	16	18	22	22	19	21
110 - Weeklies - youth section	7	8	8	5	5	7	4
011 - Biweekly publications	5	5	7	11	11	11	14
012 - Monthly publications	24	35	34	39	42	38	40
112 - Monthlies - youth section	5	2	3	4	5	3	5
013 - Bimonthly publications	4	4	3	2	2	2	2
014 - Quarterly and other publications	2	4	4	5	7	5	7
114 - Quarterlies - youth section	1	1	1	1	1	1	1
019 - Denominational church leaders	5	16	14	17	17	17	16
020 - Public libraries	5	5	5	5	5	5	6
021 - Mennonite homes for aged and hospitals	37	40	38	38	37	38	39
022 - Historical libraries	12	11	11	11	10	11	11
023 - Seminary and Bible school libraries	16	17	20	20	21	20	22
024 - Commission members and office staff	17	19	21	23	24	19	19
025 - European Mennonite leaders	20	19	17	23	23	22	28
026 - Church publishers	10	10	10	10	10	10	10
027 - Mennonite ministers (G. C.)	250	296		313	297	278	286
028 - Seminary students and faculty	21	33	32	33	40	36	37
029 - Mennonite schools	34	31	31	33	33	31	35
030 - Other Mennonite institutions	1	4	6	5	5	5	6
031 - Student groups	1	1	1	2	1	2	1
032 - Non-Mennonite institutions	2	2	4	6	7	6	6
033 - Board Members							1
034 - Youth leaders				32	41	37	32
035 - Congregational correspondents				1	1		1
	503	593	302	674	681	641	667

Since not all libraries are tabulated in the same way, I have tried to keep a record of libraries which are either subscribers, on our complementary list, or receive our paper through a congregation. This list is incomplete, but may be helpful when we do a promotion to libraries.

Doopsgezinde Bibliotheek, Singel 454, Amsterdam	x - 022
American Protestant Church Library, The Hague	x - 022
Mennonitische Forschungstelle, 6719 Weierhof, Germany	x - 022
Bethel Bible Institute, Abbotsford, B. C.	x - 023
Mennonite Brethren Bible Institute, Clearbrook, B. C.	x - 029
Mennonite Educational Institute, Clearbrook, B. C.	x - 023
Canadian Mennonite Bible College, Winnipeg 29	x - 029
Elim Bible School, Altona, Manitoba	x - 023

Mennonite Brethren Bible School, Winnipeg 5 x - 023
Mennonite Collegiate Institute, Gretna, Manitoba x - 029
Westgate Mennonite Collegiate, Winnipeg 1 x - 029
Conrad Grebel College, Waterloo, Ontario x - 029
Rockway Mennonite School, Kitchener, Ontario x - 029
United Mennonite Educational Institute, Leamington, Ont. x - 029
Bethany Bible School, Hepburn, Saskatchewan x - 029
Rosthern Junior College, Rosthern, Saskatchewan x - 023
Rosthern Junior College, Rosthern, Saskatchewan x - 029
Swift Current Bible Institute, Swift Current, Saskatchewan x - 029

Gordon - Conwell Theological Library, South Hamilton, Mass. 01982 x - 023
Andover-Harvard Theological School, Cambridge, Massachusetts 02138 x - 023
Hartford Seminary Foundation, Hartford, Connecticut 06105 x - 023
Yale University Divinity School, New Haven, Connecticut 06500 x - 023
Yale Divinity School, New Haven, Connecticut 06510 1 - 72
Princeton Theological Seminary, Princeton, New Jersey 08540 x - 023
Biblical Seminary, 235 East 49 St., New York 10017 x - 023
American Bible Society, 61 Broadway, New York, N. Y 10023 x - 026
Missionary Research Library, 3041 Broadway, New York, N. Y. 10027 x - 014
Union Theological Seminary, Broadway at 120 St., New York 10035 x - 023
Historical Library, Mennonite Publishing House, Scottdale, Pa.15683 x - 022
Lancaster Theological Seminary, Lancaster, Pa. 17603 1 - 71
Eastern District Conference, Milford Square, Pennsylvania 18935 x - 022
Wesley Theological Seminary, Washington, D. C. 20016 1 - 72
Library of Congress, Washington 20540 x - 020
Eastern Mennonite College, Harrisonburg, Va. 22801 x - 022
Wagner Memorial, William Carter Bible College, Goldsboro, N.C.27405 x - 023
Southern Baptist Theological Seminary, Louisville, Ky. 40206 x - 023
Bluffton College Historical Library, Bluffton, Ohio 45817 x - 022
Bluffton College, Musselman Library, Bluffton, Ohio 45817 x - 029
Mennonite Biblical Seminary, Elkhart, Indiana 46514 x - 029
Mennonite Historical Library, Goshen, Indiana 46526 x - 022
Indiana University, Undergraduate Library, Bloomington, Ind. 47401 x - 020
Iowa Wesleyan College, Mount Pleasant, Iowa 52641 11 - 70
Minnesota Historical Society, St. Paul, Minnesota 55101 x - 022
Bethel Theological Seminary, St. Paul, Minnesota 55112 1 - 71
Freeman Junior College, Freeman, South Dakota 57029 x - 029
Garret Biblical Institute, Evanston, Illinois 60201 x - 023
Northern Baptist Theological Seminary, Oak Brook, Illinois 60523 x - 023
Bethany Theological Seminary, Oak Brook, Illinois 60523 x - 023
Research Librarian, Urban Training Center, Chicago, Illinois 60607 x - 032
Moody Bible Institute, Chicago, Illinois 60610 x - 023
University of Illinois, Urbana, Illinois 61803 x - 020
Concordia Seminary, St. Louis, Montana 63105 1 - 71
Kansas Historical Library, Topeka, Kansas 66600 x - 022
Topeka Public Library, Topeka, Kansas 66604 c - 277
Hesston College, Hesston, Kansas 67062 x - 029
Tabor College Library, Hillsboro, Kansas 67063 8 - 70
Bethel College Library, North Newton, Kansas 67117 x - 029
Mennonite Historical Library, North Newton, Kansas 67117 x - 022
Wichita Public Library, Wichita, Kansas 67202 c - 10
Lehman Library, Fort Wayne Bible College, 919 W. Rudisill Blvd.
Fort Wayne, Ind. 48807 1 - 71

Theology Library, Claremont, Calif. 91711	c - 57
Central Kansas Bible Academy, Hutchinson, Kansas 67501	x - 023
Library, KSIR, Hutchinson, Kansas 67501	
Serials Dept., Fort Hays State College, Hays, Kansas 67602	x - 020
Grace Bible Institute, Omaha, Nebraska 68108	x - 029
Oklahoma Bible Academy, Meno, Oklahoma 73760	x - 029
Oklahoma Baptist University, Journalism Dept., Shawnee, Okla. 74802	x - 020
North American Theological Seminary, Jacksonville, Texas 75766	x - 023
Southwestern Baptist Theological Seminary, Fort Worth, Texas 76122	1 - 73
Los Angeles Public Library, Los Angeles 90017	x - 020
Fuller Theological Seminary, Pasadena, California 81101	c - 57
California Baptist Theological Seminary, Covina, Calif. 91722	x - 023
California Baptist Theological Seminary, Covina, Calif. 91722	c - 57
Mennonite Brethren Biblical Seminary, Fresno, California 93702	x - 023

Annual tasks

September. Prepare a pagination schedule for the following calendar year so that you can report to the business manager the number of pages for which to budget for the following fiscal year. (Note: Faith and Life Press is on a fiscal year that begins October 1.)

Set up the Statement of Ownership for insertion in an October issue. (See previous October issues for form; carried in Contents column.) Our understanding is that the full statement needs to be filed with the post office for those magazines carrying advertising. Since we carry no advertising, a brief notice if adequate. In fact, no notice may be needed, but it seems convenient to carry a small notice to observe the spirit of the law even if the letter is not required of us. This matter may be checked with the North Newton postmaster from time to time.

October. Assign Meditations, if more material is needed for this department. The pattern here has been to solicit all ministers for interest in contributing to this department. If they express an interest, then more detailed instructions are sent to them.

November. Prepare a schedule for regional editions and special pages for the coming year.

December. See that the Index is brought up to date and that typing begins as soon as the third last issue for the year is published. (Entries for the last two issues can be written into the index manuscript.) The Index is published in the last issue of the year.

Prepare a new mailing notice for use in January if subscription prices have changed.

January. Circulation lists for the Every Home Plan congregations are sent out during this month. Review information on the promotion of the Every Home Plan.

February. Review exchange subscriptions and the courtesy subscription list for names that should be added and deleted.

March. Replenish the picture file by writing to photo agencies and amateur photographers for subjects in areas needed. Keep a file of picture ideas and periodically

write to museums and public relations offices for art reproductions and photos. (This should be done periodically.)

Plan for the annual meeting of the Consulting Editors.

Undated duties. Assign feature articles. Write special reports. Report to the Consulting Editors on developments and problems. Survey reader interest. Check on office supplies and office systems to see that adequate supplies are on hand, systems are updated such as files and repetitive procedures.

3. The Working Documents of a Church Paper

In this section, we have tried to bring together the various documents (official and informal) and the scattered resources that are helpful in orienting the staff and constituency to the developing task of the church paper.

This collection is necessarily incomplete, but we hope in future publications to bring together the more detailed studies of circulation, finances, and readership that are needed.

A philosophy for church papers

The gospel is good news about God who in Christ is reconciling the world unto himself. Through the ministry of the Holy Spirit, God perfects our understanding of His great revelation in Jesus Christ and uses us to share it with other men. As the gospel appeared in human form, so it continues to be communicated through persons and their deeds and words.

The nature of the church paper. As we are under obligation to proclaim the gospel by all means, so the church paper is a human agency used by the Holy Spirit in God's work of reconciliation. The church paper should be personal in the sense that it gives expression to the fruit of the minds, souls, and hands of those who contribute to it. We believe that thus the church paper can be used by the Holy Spirit to witness, teach, motivate, and build the Christian fellowship. Thus the church paper is a means of communication between Christians. It is also a symbol and expression of the unity of the fellowship.

Witness and teach. The church paper uses all the potentials of its medium to make the message of Christ understood. It testifies to its devotion to Christ not only through the printed word but its design, visual material, and craftsmanship speak

of its Christ-centeredness. As it seeks to be understood, the church paper seeks to understand both the content of the gospel and the nature of man for whom the gospel is intended. The church paper participates in the affairs of the world and through its activity gives an aggressive and prophetic witness to its concept of the Christian vocation.

Motivate. The church paper reports on the ministry of the church, but is not content until it has enlisted the active participation and support of its readers. The church paper leads the way by participating actively in the shaping of the program of the church. In all of this the church paper seeks no power for itself, but seeks to be a servant.

Building the fellowship. Through its news reports and the sharing of human information on life and death, the church paper builds the Christian fellowship. It seeks to overcome those barriers of intellect, spirit, and language which divide the Christian brotherhood.

(The above statement was adopted by the Board of Education and Publication on December 3, 1959 after being drafted by the Consulting Editors and approved by the Editorial Committee on June 15, 1959.)

A statement on editorial policies

Sometimes readers ask to what extent articles appearing in The Mennonite are official. There is a feeling that what appears in the paper should be official because the paper is a denominational organ. Those who take this viewpoint feel that what they read in the paper is the voice of the conference speaking.

The Mennonite is not a single voice speaking, but rather many voices from within the brotherhood and outside. Our concept of church polity is reflected in the paper. We life up the concept of brotherhood and congregational form of government. We provide for this in conference sessions by saying that a resolution passed by a majority of representatives is not binding on a local congregation. There are bound to be people who disagree on actions taken by conference. If a conference resolution is not binding for a local congregation, how can an article prepared by one writer and passing the scrutiny of one editor represent the official position of the conference? Differing viewpoints are unavoidably reflected in our paper. Wherever it can, the paper will reflect the official position of the conference but sometimes even official positions will be disturbing to a number of people, for example, the areas of race, war, or ecumenicity.

Questions about what may or may not appear in a church paper are also related to questions about the place of the Scriptures. People feel that what appears in the paper should not be unscriptural and to this we would agree. In many cases there is acceptance of common forms of interpretation of the Scripture. In other cases there is no clear agreement on what the practical applications of the Scriptures are. We are always under the burden of trying to understand more clearly the meaning of Scripture. The Scriptures must be understood in the light of each new generation. To say that the Scriptures must be the editor's guide, as they certainly are, still leaves open the question of application and interpretation.

The editor is responsible for the contents of the paper. However, he does not make all decisions alone. He makes them in the context of the brotherhood. He receives guidance from the four conference boards. Policies and philosophy of The Mennonite are periodically reviewed by the Board of Education and Publication through its Editorial Committee. The editor tries to remain sensitive to the needs and concerns of readers. He seeks to discover the level on which open communication can be maintained.

The editor should seek the counsel of members of the staff, the consulting editors of The Mennonite, and the Editorial Committee particularly when controversial issues are involved. These persons should, on the other hand, feel free to offer counsel to the editor.

Achieving a basis for discussion. One of the strengths of an official church paper is that it provides a platform from which we may discuss issues important to our total welfare. We believe there is need for discussion. In providing for discussion, how does the editor decide on what to print and what not to print?

1. One viewpoint is that he should stick to the "party line."

2. Another position might be that the editor will be guided by what the reader will take. While the editor may not always know infallibly how the reader reacts,

he does get mail or canceled subscriptions. Newspapers and some popular magazines illustrate what happens to content where the reader is king--violence, murder, and sex. If the editor is guided entirely by attitudes of readers, he surrenders leadership.

3. Still another viewpoint is that the function of the paper is to expand interest in things people ought to know. The key words here are "expand interest" and "increase knowledge."

While the first two points of view need to be kept in mind, the last viewpoint most nearly describes the position taken in The Mennonite. If people's interest is to be widened and knowledge increased, discussion is a necessary tool. This means that the pros and cons of issues will be discussed. It means that readers will be interested in seeing more than one point of view on significant issues. The function then becomes a sincere effort to verify, to bring information, and to widen the scope of reader's interest. To do this a number of principles are involved:

a. Materials must be presented positively, fairly, and honestly.

b. The gospel must be brought to bear on the life of man in the twentieth century. This, too, raises the question to what extent it is our responsibility to teach the Bible and Christian doctrine, and to what extent it is our job to interpret the gospel as it relates to current problems.

c. We may have to recognize that discussion as an educational method may not always be fully accepted by readers. It may be an admission that we do not believe in this method sufficiently as a means through which God can reveal His purpose.

d. The purpose of the church paper is to witness, teach, motivate and build the fellowship within the context of Christian love and freedom.

The editor works and plans with awareness of what the brotherhood believes; he is guided by the Scriptures; and seeks to remain sensitive to the leading of the Holy Spirit.

(The above statement grew out of discussions in the Editorial Committee after consultations and communications from various individuals and groups. It was approved by them on September 26, 1962 and by the Board of Education and Publication on November 29, 1962.)

Review of editorial policy

The following statement was adopted by the Editorial Committee on May 14, 1965, after a periodic review of editorial policy:

1. We affirm "A Philosophy for Church Papers," dated December 3, 1959. We also affirm "A Statement on Editorial Policies," dated November 29, 1962.

2. We assure our readers that we share with them the deep interest in sound biblical doctrine and in Conference unity, yet we cannot but continue to hold, as stated in the above mentioned document on policy, that an understanding of Christian truth and a genuine unity involves: (a) discussion; (b) expanding of interests in things people should know; and, (c) recognition of different points of view on interpretation--all for the purpose of bringing the gospel to bear on the life of twentieth century man.

3. We reaffirm that The Mennonite seeks to witness, teach, motivate, and build the fellowship within the context of Christian love and freedom under the guidance of the Scriptures and the Holy Spirit.

4. We report that regular consultation has been taking place between the editor and the consulting editors as well as the editorial committee for the purpose of discerning together the measure in which The Mennonite is serving its stated purpose.

Function of consulting editors

A proposed statement of the functions of the consulting editors previously assigned to Maynard Shelly and Willard Claassen was considered. With the incorporation of changes suggested by members of the committee, the functions of consulting editors are defined as follows:

1) Administrative Relationships. The consulting editors are appointed by the Commission on Education upon recommendation of the Department of Literature Development. Questions relating to policy of The Mennonite should be referred to the Department of Literature Development.

2) Qualifications.
a) A consulting editor should be chosen with a view of securing balanced representation in General Conference areas.
b) Consulting editors shall be chosen in consultation with the editor.
c) Among the qualifications are interest and concern for The Mennonite and representation by areas in the conference and vocation.
d) Another helpful qualification is "latitude of viewpoint."

3) Term of Appointment and Frequency of Meeting. The consulting editors are appointed for a term of three years usually coinciding with the conference triennium. Usually the consulting editors will meet several times during the year on call or the invitation of the editor of The Mennonite and in consultation with the chairman of the consulting editors. The editor or the chairman of the consulting editors will call a meeting.

4) Function of the Consulting Editors.
a) They will serve in an evaluative capacity by helping the editor appraise the effectiveness of the paper in communicating to our people. The representation in the group should help to bring district interests into proper perspective. They might also reflect on balance in the paper. They would perform the function of providing feedback.

b) They would serve in a consultative capacity. They might participate in formulating plans, testing ideas, suggesting topics. They might, for example, suggest certain emphases for specific periods or help select events that should be highlighted in the paper. They might also suggest writers for articles.

c) They should be prepared to contribute articles or editorials occasionally, upon the editor's invitation.

--Item 1116 from the Minutes of the Editorial Committee (now the Department of Literature Development), July 29-30, 1963. (Organizational terminology updated to correspond to 1968 General Conference Constitution and subsequent organization.)

Job description - Editor

The editor of The Mennonite is charged with the responsibility of implementing the objectives and goals of The Mennonite within the context of the General Conference Mennonite Church and within the context of relationships arising therefrom. He will be responsible for the content and character of the magazine, supervise its production, and oversee its general welfare.

Content and character of the magazine. The editor will provide for the content of the magazine. He will assign, solicit, purchase, and otherwise secure material for publication. He will select those items which in his judgment best advance the goals of the magazine.

He will write and supervise the writing and gathering of news articles and related materials.

He will write articles and editorials and make other personal contributions to the pages of the magazine.

He will encourage contributions from a wide variety of persons and groups, giving special attention to members of the Mennonite brotherhood and its related institutions.

He will cultivate such relationships with the Mennonite brotherhood and the wider Christian community including past and potential contributors to the magazine so as to encourage the fullest use of the magazine and the fullest value from its publication.

He will read widely both for ideas and understanding of his task and for personal enrichment.

He will attempt to be a witness for the faith of the church both in his personal and professional relationships and in his public utterances.

He will seek to interpret the ministry of the church both to the church and to the larger Christian and world community. As a responsible member of the church he will participate in development of this ministry by discussing the enfolding work of the church and encouraging others to do the same.

He will encourage a spirit of openness and confidence in which all persons may freely testify of their faith and share their concerns.

He will interpret the role of the magazine from time to time both in its pages and in other representations.

He will develop both short-range and long-range plans for the securing and publication of material and the expanding ministry of the magazine.

Procedure and production. The editor will be responsible for the quality of the magazine and provide the required materials and instructions to his editorial staff and to the printer so that production and mailing schedules will be met.

He will edit written material with an aim to achieving clarity and grace.

He will edit and rewrite signed articles in consultation with the writer wherever possible.

He will apply the principles of editorial style adopted by the publisher.

He will supervise the styling of all manuscripts in order that they may conform to accepted standards of usage.

He will secure visual material in consultation with the art director to illustrate and supplement the written material and also to make its own contribution to the mission of the magazine.

He will develop and administer a schedule that will assure satisfactory production and delivery.

He will supervise the work of his staff so that each person will be able to make his fullest contribution to the ministry of the publication and will find satisfaction in his task.

He will seek to improve work procedures for the sake of efficiency and effectiveness.

General welfare of the magazine. The editor will be sensitive to all matters that will contribute to the general welfare and effectiveness of the magazine.

He will answer all correspondence directed to his office.

He will receive visitors to his office, both those of a general nature as well as those on specific business.

He will meet with the consulting editors at regular intervals and keep in contact with them on the ministry of the paper, inform them of significant developments, and receive their counsel.

He will counsel with the Department of Literature Development and the Commission on Education on matters relating to policy.

He will represent the publication at professional meetings.

He will keep in touch with the business manager on matters relating to budget, circulation, and promotion and assume such responsibility in these areas as may be assigned to him.

He will provide proper records and written instructions so that the work of the magazine may continue without interruption in spite of enforced absence in the case of sudden illness or other emergencies and to provide for an orderly transition at the end of his term of service.

(The above statement was developed by Maynard Shelly in February 1967.)

Job description - editorial assistant

The editorial assistant of The Mennonite will assist the editor in the production of the magazine.

She will style copy according to the publisher's style book and other agreed upon principles.

She will specify type according to family, size, leading, and measure agreed upon or designated by the editor or art director.

She will order from the designated engraver the engravings as requested by the art director and the editor. She will further check to see that the order has been fulfilled and that the engravings are delivered to the printer at the proper time.

She will see that all photos and other visual material are properly cared for, returned to owner after use, or properly filed if the property of the magazine or its publisher.

She will maintain the photo file and assist those who wish to borrow material from it.

She will also maintain the engraving file, keeping those engravings designated for filing.

She will provide blank dummies to the art director and editors of regional editions for their use.

She will paste up the galley proofs in the dummies at the direction of the art director and editor and according to general principles developed through usage.

She will read and correct page proofs and incorporate the corrections suggested by the printer's proofreader. She may use the services of a copyholder on difficult copy.

She will keep track of the established schedule and see that the obligations of the editorial office are fulfilled.

She will be responsible for the styling, layout, pasteup, proofreading, and related operations on the regional editions.

She will see that complimentary copies are sent to writers, photographers, and agencies who supplied material.

She will estimate the cost of payment on articles for which remuneration is normally made.

She will assemble and prepare the copy for Record.

Job description - editorial secretary

The editorial secretary provides the supporting services for the production of the magazine and its related communications. These duties include opening and routing the mail, processing correspondence, filing, and keeping necessary supplies in stock.

Mail. Open all mail for the editorial office and date stamp (except manuscripts and material submitted for approval).

Correspondent forms. These are the long yellow sheets. Keep the envelopes they come in (dating them and recording church from which received if not marked). When convenient, record the report in the correspondents file.

If the correspondent asks for additional forms (by checking the square at the top of the sheet), make a note of this and mail as soon as convenient. These supplies include the long yellow forms, obituary cards, and business reply envelopes. If the correspondent is in Canada, attach Canadian first class stamps to business reply envelopes.

Business reply envelopes. Keep a record of business reply envelopes received and at the end of the month report the amount to the bookkeeper of Faith and Life Press on a job order form.

Manuscripts. When manuscripts are submitted, do not date stamp. Rather date stamp the inside flap of the enclosed return envelope and clip to the manuscript.

Magazine routings. Many of the magazines that come to our office are routed to other offices in our building. A routing schedule listing these magazines and the people receiving them has been prepared. Whenever a new executive joins the staff, the list should be shown to him so that he can indicate which magazines he would like to see. Routing slips for magazines to be filed should be marked for return.

Correspondence. A yellow carbon and green carbon are prepared with each letter. The yellow carbon is for filing, the green for interoffice circulation. Keep both carbons until the following Monday when they are turned over to the secretary in the Commission on Education office.

Purchase orders. Prepare purchase orders for special printing orders and supplies. Pink copies of purchase orders are kept in our office; yellow copies go to the bookkeeper of Faith and Life Press.

Supply cabinet. Keep the supply cabinet stocked. Supplies for the Commission on Education and The Mennonite are kept in stock room of Faith and Life Press.

Other jobs. Our office will also supply services for News Service and other departments of the Commission on Education.

History of The Mennonite

(For a recent retelling of the history of The Mennonite, see the Seventy-fifth Anniversary issue, October 18, 1960. See also The Mennonite Encyclopedia, Volume III, page 587.)

Volume I, Number I was published in October 1885 by the Eastern District Conference of the General Conference Mennonite Church. It was printed monthly from Quakertown, Pennsylvania.

The General Conference meeting at Bluffton, Ohio, in 1893 took action to become the publisher of the paper. It was not until 1902, that the General Conference actually did take over the operation of the paper. At this time, the paper became a weekly and office of publication moved to Berne, Indiana. Later, the magazine was published from Hillsboro, Kansas, and later from Newton, Kansas, from which office it is currently printed.

During the depression years, from 1934 to 1936, The Mennonite was published jointly with the Christian Evangel, the publication of the Central Conference of Mennonites

Editors

Nathaniel Bertolet Grubb 1850-1938	October 1885 to October 1891	6 years
Anthony S. Shelly 1853-1928	November 1891 to December 1901	10 years
Harvey G. Allebach 1869-1921	January 1902 to January 1905	3 years
Isaac A. Sommer 1851-1924	December 1905 to December 1911	6 years
Carl Heinrich Anton van der Smissen 1851-1950	January 1912 to December 1914	2 years
Silas Manasses Grubb 1874-1938	January 1916 to December 1936	21 years
John R. Thierstein 1867-1941	January 1937 to May 1941	4 years
Mary Becker (Valencia) (interim editor)	May 1941 to October 1941	5 months
Reynold Weinbrenner	October 1941 to October 1948	7 years
Jacob J. Enz (acting editor)	November 1948 to May 1950	2 years
Jesse N. Smucker	June 1950 to January 1961	11 years
Maynard Shelly	February 1961 to	

The Every Home Plan

In 1950, the General Conference Mennonite Church offered to send its official church papers--The Mennonite and Der Bote--to members of General Conference congregations without a subscription charge in return for an annual contribution. This was a daring venture--something new in the circulation history of Christian periodicals.

The aim of this plan--called the Every Home Plan--was to build co-operation among the congregations of the General Conference. In this aim it has succeeded well. An increased understanding and acceptance of this plan by more congregations will heighten its success even more.

Helping the Congregation. This plan helps the congregation because it brings into every home each week Christian literature and at the same time it gives each home news of General Conference mission work and other activities. All this is needed to help the members of the General Conference pray intelligently for the work of the General Conference and to support it wisely.

Congregations find that when their families are reading the same periodical it helps to build the fellowship of believers within the congregation and among churches within the conference.

Helping the Conference. All this helps the Conference Commissions, too. They have been charged with a large work in the area of missions, relief, service, education, and publication. It is not enough to give a report every three years at a conference session. Sharing the news of the Lord's work is something that must be done weekly.

Of course, the Commissions could send out letters and reports to each home. But this would cost much in time and labor; and it would seriously interrupt their work. This method would be costly, irregular, and ineffective.

So news of Conference activities is reported in the church papers and the Commissions contribute to the papers' publication cost. This is their way of contributing for a service rendered for them. If the church papers went to only a few homes, they would not be doing the job that needs to be done. If the papers reach as many homes as possible, this is to the advantage of the General Conference Commissions and everyone else.

Who pays? Since both the congregations and the Conference Commissions benefit from the Every Home Plan, it is reasonable that both of them contribute to the cost of publishing our church papers.

The congregations's share is suggested as $3.50 per home receiving one of our church papers. The Commissions have agreed to cover the remainder of the cost of publishing our church papers.

What the Every Home Plan Is Not. The Every Home Plan is not a cheap subscription rate. The subscription charge continues to be $4.50. Under the Every Home Plan there is no subscription charge, but a suggested contribution of $3.50 to be made through the congregation. Churches are expected to take the responsibility for making this contribution for the service they receive.

The Every Home Plan is not an individual plan. It is a group plan. Individuals do not join directly, but through their congregation.

The Every Home Plan is not just for a few in a congregation. It is for every home. The purpose is to reach every home, so it should not be limited to those who have subscribed on their own initiative, or to those who request it.

How to Pay. The method used to raise funds in the local church for the Every Home Plan is for the church to decide. Here are two suggestions based on currect practices: 1. The church may include the cost of the Every Home Plan in its annual budget and pay it as any other item of expense. 2. One or more offerings may be received each year for the Every Home Plan.

We would caution against assessing each person in the church $3.50 unless there is a full acceptance of this practice. Many who are only partially interested may object and ask to be taken off the Every Home Plan list. To cause discrimination in this way may keep our church papers out of the very homes where they are most needed.

How to Begin. A congregation that is not now participating in the Every Home Plan and would like to join should send a list of names and addresses of every household to Faith and Life Press indicating which homes desire The Mennonite and which homes Der Bote. Add the names of interested families even though not members. The local public library may also be glad to be listed. Also included on this list should be students and 1 - W and service men away from homes. These names will be added to our mailing lists, and once each quarter the congregation will receive a report on address changes made by the post office. (This service is an extra dividend worth a lot to pastors, especially those in urban churches.) Once a year the congregation will receive a statement of the number of homes on its list along with the list itself. The congregation may add new homes at any time. Some churches appoint an Every Home Plan secretary and in other congregations the minister cares for the changes in the list.

Each congregation is assigned a C-number. This is the code for the congregation on our list and it appears on each address label.

Opportunity. Here is an opportunity to supply one piece of Christian literature to every home, every week. While many homes have much Christian printed matter, others have little or none. Use our church papers in your outreach program, too

Code - The Mennonite Every Home Plan

C-1 Menno, Ritzville, Wash.
C-2 First, Madrid, Neb.
C-3 Tabor, Newton, Kan.
C-4 Alberta, Portland, Ore.
C-5 Goessel, Goessel, Kan.
C-6 First, Newton, Kan.
C-7 First, Beatrice, Neb.
C-8 Beatrice, Beatrice, Neb.
C-9 Grace, Chicago, Ill.
C-10 Lorraine Avenue, Wichita, Kan.
C-11 Spring Valley, Newport, Wash.
C-13 First, Hillsboro, Kan.
C-14 West Zion, Moundridge, Kan.
C-15 Inman, Inman, Kan.
C-17 Zion, Donnellson, Iowa
C-18 Bethel College, North Newton, Kan.
C-19 Eden, Moundridge, Kan.
C-20 Trinity, Hillsboro, Kan.

C-21 Bethesda, Henderson, Neb.
C-22 Salem, Freeman, South Dakota
C-26 Deer Creek, Deer Creek, Okla.
C-28 Medford, Medford, Okla.
C-29 Apostolic, Trenton, Ohio
C-30 First of Christian, Moundridge, Kan.
C-31 Bethel, Mt. Lake, Minn.
C-32 Grace Hill, Whitewater, Kan.
C-33 Hoffnungsau, Inman, Kan.
C-34 Grace, Pandora, Ohio
C-35 First, Bluffton, Ohio
C-36 Salem-Zion, Freeman, S. D.
C-37 First, Burns, Kan.
C-38 West Swamp, Quakertown, Pennsylvania
C-39 Grace, Lansdale, Pa.
C-40 First, Paso Robles, Calif.
C-42 Salem, Dalton, Ohio
C-43 First, Halstead, Kan.
C-44 First, Hutchinson, Kan.
C-45 First, Aberdeen, Idaho
C-46 Buhler, Buhler, Kan.
C-47 Bethel, Hydro, Okla.
C-48 First, Reedley, Calif.
C-49 Alexanderwohl, Goessel, Kan.
C-50 Bethel, Winton, Calif.
C-51 First, Nappanee, Ind.
C-52 Zion, Souderton, Pa.
C-53 First, McPherson, Kan.
C-55 Friedensfeld, Turpin, Okla.
C-57 First, Upland, Calif.
C-59 Pulaski, Pulaski, Iowa
C-65 Bethany, Freeman, S. D.
C-66 First, Summerfield, Ill.
C-70 Springstein, Springstein, Man.
C-73 Stirling Ave., Kitchener, Ont.
C-74 First, Fredonia, Kan.
C-75 North Star, Drake, Sask.
C-79 Mission Board
C-81 First, Sugarcreek, Ohio
C-82 First, Mt. Lake, Minn.
C-84 Bethel, Lancaster, Pa.
C-86 Mission, Champa, India
C-87 Hopefield, Moundridge, Kan.
C-89 Bergthal, Pawnee Rock, Kan.
C-91 First, Chicago, Ill.
C-95 Blumentaler, Springridge, Alta.
C-98 Hereford, Bally, Pa.
C-100 Zion, Elbing Kan.
C-102 Gospel, Mt. Lake, Minn.
C-103 Bethesda, Marion, S. D.
C-105 Deep Run, Bedminster, Pennsylvania
C-108 Flatland, Quakertown, Pa.
C-109 Wayland, Wayland, Iowa
C-112 Bethel, Marion, S. D.
C-115 Bethel Mission, Winnipeg, Man.
C-116 Bethel, Inman, Kan.
C-118 Steinbach, Steinbach, Man.
C-121 Lehigh, Lehigh, Kan.
C-122 Zoar, Langham, Sask.
C-123 Hutterthal, Freeman, S. D.
C-124 Eicher Emmanuel, Wayland, Iowa
C-130 Arnaud, Arnaud, Man.
C-131 Horse Lake, Duck Lake, Sask.
C-133 First, Wadsworth, Ohio
C-134 United, Rosthern, Sask.
C-135 Nordheimer, Hanley, Sask.
C-137 Zoar, Waldheim, Sask.
C-138 Calvary, Barlow, Ore.
C-139 First, Allentown, Pa.
C-143 Bethel, Aldergrove, B.C.
C-144 East Chilliwack, Chilliwack, B.C.
C-146 United, Mission City, B.C.
C-148 Vineland United, Vineland, Ont.
C-150 Carrot River, Carrot River, Sask.
C-152 Bethany, Watrous, Sask.
C-155 Ebenfeld, Herschel, Sask.
C-157 Schoenfeld, Headingly, Man.
C-158 Rosenort, Tiefengrund, Sask.
C-161 Salem, Munich, N. D.
C-163 New Hopedale, Meno, Okla.
C-166 Meadow, Colby, Kan.
C-167 Bethel, Fortuna, Mo.
C-170 Calvary, Liberal, Kan.
C-171 Niagara United, Niagara-on-the-Lake, Ont.
C-173 Upper Milford, Zionsville, Pa.
C-174 Woodlawn, Chicago, Ill.
C-177 Janson-Watson Group, Lampard, Sask.
C-179 Pine Grove, Bowmansville, Pa.
C-181 First, Berne, Ind.
C-182 Leamington United, Leamington, Ont.
C-183 Glenlea, Glenlea, Man.
C-184 Eigenheim, Rosthern, Sask.
C-186 United, Waterloo, Ont.
C-187 Bethlehem, Richey, Mont.
C-189 Grace Mission, Prince Albert, Sask.
C-192 Westheim, Rosemary, Alta.
C-193 Ebenfeld, Fiske, Sask.
C-194 Emmanuel, Denver, Pa.
C-195 Burrton, Burrton, Kan.
C-196 Eden, Schwenksville, Pa.
C-202 Hanston, Hanston, Kan.

C-204 First, Clinton, Okla.
C-205 Germantown, Philadelphia, Pa.
C-211 Saucon, Coopersburg, Pa.
C-212 Vauxhall-Grantham, Vauxhall, Alta.
C-213 Mayfair, Saskatoon, Sask.
C-214 United, Toronto, Ont.
C-216 Eden, Inola, Okla.
C-222 Emmaus, Wymark, Sask.
C-223 Carman, Carman, Man.
C-224 West Abbotsford, Mt. Lehman, B. C.
C-232 Zion, Arena, N. D.
C-233 United, Osler, Sask.
C-234 First, Saskatoon, Sask.
C-235 First, Lima, Ohio
C-237 Mennonite Fellowship, Chih., Mexico
C-238 New Friedensberg, Vona, Colo.
C-240 First, Ransom, Kan.
C-241 Bethany, Busby, Mont.
C-242 Coaldale, Alta.
C-243 Petter Memorial, Lame Deer, Mont.
C-244 Community Chapel, Sweet Home, Ore.
C-246 Community, Fresno, Calif.
C-248 Fairfield, Fairfield, Pa.
C-250 Good Samaritans, Holland, Pa.
C-252 Hamilton United, Hamilton, Ont.
C-253 Bethel Community, Whittier, Calif.
C-254 Belleview, Columbus, Kan.
C-255 Bethel, Pekin, Ill.
C-256 Boynton, Hopedale, Ill.
C-257 Calvary, Washington, Ill.
C-258 Carlock, Carlock, Ill.
C-259 Comins, Comins, Mich.
C-260 Congerville, Congerville, Ill.
C-261 Eighth St., Goshen, Ind.
C-262 First, Normal, Ill.
C-263 Flanagan, Flanagan, Ill.
C-265 Meadows, Meadows, Ill.
C-266 North Danvers, Danvers, Ill.
C-269 Silver St., Goshen, Ind.
C-270 Tiskilwa, Tiskilwa, Ill.
C-271 Topeka, Topeka, Ind.
C-272 Warren Street, Middlebury, Ind.
C-273 Zion, Goodland, Ind.
C-274 Community, Markham, Ill.
C-275 St. Catharines United,
St. Catharines, Ont.
C-276 Waters Fellowship, Copper Cliff, Ont.
C-277 Southern Hills, Topeka, Kansas
C-278 First, Calgary, Alta.
C-279 Bergthaler, Winnipeg, Man.
C-281 Kansas City, Kansas City, Ks.
C-282 Second, Philadelphia, Pa.
C-284 Faith, Newton, Kan.
C-285 Good Shepherd, Sioux Falls, S. D.
C-286 Warden, Warden, Wash.
C-287 Hively Ave., Elkhart, Ind.
C-288 First, Edmonton, Alta.
C-290 Grace, St. Catharines, Ont.
C-293 Arvada, Arvada, Colo.
C-295 Faith, Minneapolis, Minn.
C-296 Maplewood, Ft. Wayne, Ind.
C-297 Grace, Steinbach, Man.
C-298 Emmaus, Wymark, Sask.
C-299 University Park, Pa.
C-300 Bergthal, Altona
C-302 Charleswood Bethel, Winnipeg
C-303 Elmwood Bethel, Winnipeg
C-304 Columbus, Columbus, Ohio
C-305 First, Phoenix, Ariz.
C-306 Bergthal, Morris, Man.
C-307 Berney, Lame Deer, Mont.
C-308 Bethel, Hammon, Okla.
C-309 Mt. Royal, Saskatoon, Sask.
C-310 Faith, Geneve, Nebr.
C-311 Mennonite Publishing House
C-312 Illinois Mennonite Conference
C-313 Nutana Park, Sask.
C-314 Ann Arbor, Michigan
C-315 Bethany, Virgil, Ont.
C-316 South Seattle, Washington
C-317 Kempton, Pa.
C-318 Hesston, Kansas
C-320 Homewood, Bergthaler, Man.
C-321 Vancouver Mission, B. C.
C-322 Sherbrooke, Vancouver
C-323 Oak Lake, Brandon, Man.
C-324 Indian Valley, Harleysville, Pa.
C-325 Ottawa, Ont.

Circulation records and cost per subscription

	Circulation			Cost per subscription	
	The Mennonite	Der Bote	Total	The Mennonite	Der Bote
1935	1,866	2,569	4,435		
1938	2,225	2,525	4,750		
1941	2,600	2,200	4,800		
1945	6,560	2,100	8,660		
1947	7,430	2,150	9,580		
1949	7,970	1,835	9,805		
1950	8,150	3,000	11,150	$2.47	
1951	14,010	4,000	18,010	2.60	
1952	14,250	5,280	19,530	2.36	
1953	14,500	5,300	19,800	2.32	
1954	14,720	5,300	20,020	2.23	
1955	14,720	5,300	20,020	2.21	
1956	15,000	7,500	22,500	2.30	$4.25
1957	15,150	7,900	23,050	2.66	4.20
1958	15,455	8,500	23,955	2.63	4.17
1959	15,495	8,750	24,245	2.73	4.11**
1960	16,000	8,900	24,900	2.90	4.62**
1961	16,335	8,970	25,305	2.92	4.81**
1962	16,525	8,830	25,355	3.46	5.07**
1963	16,875	8,545	25,420	3.22	5.34**
1964	16,810	8,535	25,345	3.40	4.97
1965	16,881	8,470	25,351	3.45	5.38
1966	16,706	8,350	25,056	3.65	5.66
1967	16,500	8,110	24,610	3.80	6.00
1968	16,018	8,043	24,061	3.96	6.33
1969	15,666*	8,133	23,799	4.54	6.83

*Plus 2800 student circulation during school year.
**Canadian dollars.

Costs, income, subsidies

	Costs			Income			Subsidy		
	The Mennonite	Der Bote	Total	The Mennonite	Der Bote	Total	The Mennonite	Der Bote	Total
1950	$20,166								$36,989
1951	36,465								32,000
1952	33,544								
1953	33,610								31,083
1954	32,786								32,299
1955	32,503								33,900
1956	34,510	$31,857	$66,367	$12,238	$6,529	$18,767	$22,272	$25,328	47,600
1957	40,301	33,166	73,467	12,785	7,263	20,048	27,516	25,903	53,419
1958	40,586	35,455	76,041	13,219	8,507	21,726	27,349	26,948	54,297
1959	42,304	*36,010	78,314	14,495	6,814	23,309	27,809	29,196	57,005
1960	46,636	*41,179	87,715	20,802	12,058	32,860	25,834	29,121	54,955
1961	47,662	*43,187	90,849	20,603	9,530	30,133	27,059	33,657	60,716
1962	57,315	41,444	98,759	21,064	8,996	30,060	36,250	35,042	71,292
1963	56,073	42,287	98,360	33,011	12,910	45,921	23,061	31,726	54,787
1964	57,156	42,408	99,564	34,618	14,418	49,036	22,538	27,989	50,527
1965	58,172	45,567	103,739	35,165	14,034	49,199	23,007	31,533	54,540
1966	60,928	47,300	108,228	35,356	15,632	50,988	25,573	31,667	57,240
**1967	47,028	36,500	83,528	35,172	14,943	50,115	11,857	21,558	33,414
1968	63,394	50,929	114,323	39,475	17,204	56,679	23,919	33,725	57,644
1969	71,103	55,560	126,663	41,535	16,662	58,197	29,568	38,898	68,466

**Nine months; changing fiscal years
*Canadian dollars

Source of subsidy

	Missions	Christian Service	Educ. & Publ.	Bus. Adm.	Total	% The Menn.	Total Conf. Receipts	% The Menn.
1951	$ 25,668	$ 9,156	$1,695	$ 470	$36,989		$516,444	
1952	21,601	8,556	1,843		32,000		575,762	
1953	19,572	9,648	1,863		31,083		650,434	
1954	20,617	9,181	2,501		32,299		658,079	
1955	21,731	10,056	2,113		33,900		738,990	
1956	30,753	13,668	3,479		47,900	47.0	783,872	2.8
1957	30,308	14,222	3,470		48,000	51.5	852,724	3.2
1958	39,234	14,390	6,341		59,966	50.4	857,836	3.2
1959	35,435	13,484	5,056	1,818	55,794	48.7	884,035	3.1
1960	33,514	12,133	5,162	1,528	52,337	47.0	960,399	2.7
1961	34,349	14,855	6,080	922	56,206	44.5	1,020,411	2.6
1962	48,031	11,693	5,953	1,039	69,716	50.8	1,260,839	2.9
1963	44,657	18,153	7,181	1,301	71,292	42.0	1,235,038	1.9
1964	36,318	13,552	4,918		54,787	44.6	1,434,687	1.6
1965	38,007	14,266	5,227		57,500	42.0	1,608,534	1.4
1966	35,686	13,981	4,872		54,540	45.0	1,660,970	1.5
1967	39,866	11,028	3,097		53,992	35.5	1,824,474	0.6
1968	29,409	9,088	2,331		40,828	41.5	1,780,287	1.3
	COM	CHM	COE					
1969	41,855	13,518	3,829		59,202	43.2	1,959,633	1.5

Comparative Publishing Costs

	1969	1968	9 months 1967	1966	1965	1964	1963	1962	1961	1960
Salaries	$14,802	$13,517	$ 9,978	$11,956	$12,654	$12,670	$12,833	$13,685	$ 7,972	$ 8,255
Pensions/Soc. Sec.	1,037	980	869	902	806	614	586	587	740	inc. above
Writers	1,286	1,008	1,046	1,428	1,067	997	921	951	906	701
Rent	667	667	500	567	479	373	382	361	226	
Supplies	510	538	261	384	543	397	467	117	159	160
Postage	131	317	131	224	283	204	259	9	24	inc. above
Telephone	531	644	345	464	413	322	408	365	193	
Dues/Subscriptions	251	252	245	220	280	151	171	169	130	
Travel	1,469	966	1,290	921	1,008	1,006	1,329	1,087	386	
Pictures	701	803	381	1,130	3,496	3,672	3,922	4,068	2,857	2,256
Engravings	3,025	2,638	1,802	2,583	inc. abv.	inc. abv.	inc. abv.	inc. abv.	inc. abv.	inc. abv.
Printing	38,307	34,198	25,254	34,865	30,976	31,531	29,533	30,014	28,076	28,554
Mailing	3,664	2,838	1,692	2,230	2,310	2,050	1,899	1,973	1,774	1,253
Publication Office	4,722	4,028	3,232	3,053	3,857	3,168	3,363	3,927	4,220	5,457
	$71,103	$63,394	$47,028	$60,928	$58,172	$57,156	$56,073	$57,315	$47,662	$46,636
			12 months equivalent $62,494							

Note: These financial studies and particularly the preceding ones are subject to correction since the reports to which we had access are incomplete and come from several offices.

Addresses - Photographers, picture sources

Albright-Knox Art Gallery, Buffalo, N.Y. 14222
Paul Almasy, 2 Villa des Peupliers, Neuilly-sur-Seine, France
Art Institute of Chicago, Michigan at Adams, Chicago 60603
Baltimore Museum of Art, Art Museum Dr., Baltimore 21218
Black Star Publishing Co., 450 Park Ave., South, N.Y. 10016
Brooklyn Museum, 188 Eastern Parkway, Brooklyn, N.Y. 11238
Capital City Bookbindery, Box 6066, 4827 Prescott, Lincoln, Neb. 68506
Camerique, 4847 N. Broad St., Room 212, Philadelphia 19141
Canadian Bible Society, 1835 Yonge St., Toronto 7, Canada
Ed Carlin, Jr., 1869 East Tulpehocken St., Philadelphia 19138
Cincinnati Museum of Art, Eden Park, Cincinnati 45202
Clark and Clark, 1405 N. 64 St., Kansas City, Kan. 66102
Cleveland Museum of Art, 11150 East Boulevard, Cleveland 44106
CORK - Cor Hoekstra, Postbus 1, Orideschoot, Nederland
Delmar Studios, 1141 8 St., Saskatoon, Sask.
De Wys, Inc., 124 East 40 St., New York 10016
Rohn Engh, Pine Lake Farm, Star Prairie, Wisconsin 54026
Edwards Typographic Service, Box 606, Wichita 67207
Food and Agriculture Organization, Room 949, United Nations, N.Y. 10017
Toge Fujihara, 186 Warner Ave., Roslyn Heights, N.Y. 11577
Leland Gerber, 122 S. Main St., Bluffton, Ohio 45817
Government Printing Office, Washington, D.C. 20402
John C. Goodwin, 194 County Rd., Tenafly, N.J. 07670
Berne Greene, 73 West 68 St., New York 10023
Alan D. Haas, 9 East 10 St., New York
David W. Harbaugh, 108 Carriage Dr., Pittsburgh, Pa. 15237
Robert Hodgell, Florida Presbyterian College, St. Augustine, Fla.
Lowell E. Hoppes, 642 Calle del Otono, Sarasota, Fla. 33581
David L. Hunsberger, Box 151, St. Jacobs, Ont.
Kodak High School Awards, 343 State St., Rochester, N.Y.
Library of Congress, Photoduplication Service, Washington, D.C. 20525
John Mast, 15 Cranberry St., Brooklyn, N.Y. 11201
Masters Agency, Box 655, Capitola, Calif. 95010
Metropolitan Museum of Art, Fifth Ave. at 82 St., New York 10028
Museum of Fine Arts, 479 Huntington Ave., Boston 02115
National Association for Retarded Children, 386 Park Ave. South, New York 10016
National Film Board of Canada, Box 6100, Montreal 3, Canada
National Gallery, Washington, D.C.
National Gallery, Publications Dept., London WC2, England
National Gallery of Canada, Ottawa, Canada
Phillips Collection, 1600 21 St., NW, Washington, D.C. 20009
Philadelphia Museum of Art, Box 7646, Phila. 19101
Planned Parenthood Federation, 515 Madison Ave., New York 10022
Paul Schrock, Route 1, Box 253, Scottdale, Pa. 15683
Smithsonian Institution, Washington, D.C. 20560
Daniel J. Ransohoff, 411 Rawson Woods Lane, Cincinnati 45220
Religious News Service, 43 W. 57 St., New York 10019
S.P.C.K., 69 Great Peter St., Westminster SWI, London, England
City Art Museum of St. Louis, St. Louis, Mo. 63105
Tate Gallery, Millbank, London SWI, England
Bob Taylor, Cordell, Okla. 73632

UNESCO, Photo Section, Unesco House, Place de Fontenoy, Paris 7e
UNESCO, Room 2201, United Nations, N.Y. 10017
UNHCR, Palais des Nations, Geneva, Switzerland
United Press International, Commercial Photography Division, 220 East 42 St., N.Y. 10017
U. S. Committee for UNICEF, 331 E. 38 St., New York 10016
U. S. Department of State, Office of Media Services, Washington, D. C. 20520
Wallowitch, Box 1482, Lake Wortsh, Fla. 33460
Walters Art Gallery, Charles and Centre Sts., Baltimore 21201
Whitney Museum of Art, 945 Madison Ave. at 75 St., New York 10021
Wide World Photos, 50 Rockefeller Plaza, New York 10020
David Wilson, The Artifactory, 226 Hamilton Ave., Palo Alto, Calif. 94303
World Council of Churches, Photo Section 150 route de Ferney, 1211 Geneva 20, Switzerland
World Health Organization, Avenue Appior, Geneva, Switzerland

Epilogue/prologue to dialogue

A good church magazine is the continuation of the Acts of the Apostles as it reports week after week in its news and discussion pages on the things that the Holy Spirit is still doing through the church. Thus the church paper is a resource for Christian education whenever today's witness of the Christian community is part of the lesson. The church paper is also a tool for informal youth and adult education as it affords a place for young and old, and all in between, to make their witness and test their ideas either through letters to the editor or more formal contributions. The reading of these discussions is both education and participation in dialogue.

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